



community
CONNECTIONS

Ideas & Innovations for Hospital Leaders
Case Examples 8



American Hospital
Association®

In 2006, hospital leaders across the country received their first Community Connections resource—a collection of programs that demonstrate the various ways hospitals provide for and benefit their communities. This case example book is the eighth in a series and highlights many more innovative programs. For more examples or to share your own story, visit www.ahacommunityconnections.org.

Photos in this publication are courtesy of Doug Haight, photographer, and illustrate programs from recent Foster G. McGaw Prize-winning organizations. Since 1986, the Foster G. McGaw Prize has honored health delivery organizations that have demonstrated exceptional commitment to community service. The 2013 Prize is sponsored by The Baxter International Foundation, the American Hospital Association and the Health Research & Educational Trust.

Today, more than 5,000 hospitals of all kinds — urban and rural, large and small — are making their communities healthier in ways that are as diverse as the needs of each community. The men and women who work in hospitals are not just mending bodies. Their work extends far beyond the literal and figurative four walls of the hospital to where free clinics, job training efforts, smoking cessation classes, back-to-school immunizations, literacy programs, and so many others are brought directly to the people of the community... often with very little fanfare.

This book highlights the unique and innovative ways hospitals are doing this work. Far from a comprehensive list, *Community Connections* begins to illustrate where and how hospitals are meeting their communities' many needs. The stories cover four broad categories:

- ◆ Social and Basic Needs
- ◆ Health Promotion
- ◆ Access and Coverage
- ◆ Quality of Life

Every day in America's hospitals, there is tremendous good being done. The instantly recognizable blue and white "H" sign signifies more than a place that patients and families can depend on for care. It signifies the heart of a community.

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Social and Basic Needs

Non-medical needs are often intricately tied to personal health and well-being. Hospitals are working to address social, basic and personal needs as a way to improve their communities' health. The programs described on the following pages illustrate approaches hospitals are taking to meet the basic needs of everyday life, from food and shelter to education and self-reliance, ultimately improving the long-term health of communities.

Social and Basic Needs

◆ Alice Peck Day (APD) Memorial Hospital – Lebanon, New Hampshire

Program: Partnership with Local Organic Grower

What is it? APD partners with Acorn Hill Farm, a certified organic producer, for vegetables that are served to patients at APD and residents of Harvest Hill, an assisted-living facility on the APD campus. Educational information cards describing the vegetables are placed on tables and trays. The partnership is full circle: vegetable scraps from APD are returned to the farm for composting.

Who is it for? APD patients and Harvest Hill residents.

Why do they do it? APD chose to participate in the *Healthy Food in Healthcare Pledge* with the Health Care Without Harm organization, which encourages building relationships with local farmers, questioning vendors about suppliers and educating patients and the community about APD's sustainable food practices.

Impact: Patients and residents are provided fresh, organic produce and a local farmer is supported.

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◆ Benefis Health System – Great Falls, Montana

Program: Native American Programs

What is it? Benefis' Native American Programs aim to improve access and optimize health care outcomes by ensuring Benefis' services are congruent with the values, beliefs and traditions of Native American people. Strategies include enhanced hospitality in a culturally inviting setting, patient and family advocacy and integration of spiritual care and traditional healing practices into their health care services. Core programs include a Native American Welcoming Center in the hospital and a prayer room for smudging and prayer.

Who is it for? Native American patients and families from four Indian Reservations as well as the Great Falls Indian Community.

Why do they do it? More than 40,000 people in Benefis' service area are of Native American descent. The program was developed to improve Native American patient and family satisfaction with Benefis services.

Impact: Over the last year, nearly 7,500 people visited the Welcoming Center. In addition, more than 500 Native American patients and families participated in traditional prayer through smudging.

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◆ Bon Secours St. Francis Health System – Greenville, South Carolina

Program: Healthy Communities Initiative

What is it? In an effort to address socio-economic concerns in communities surrounding Bon Secours St. Francis Health System, residents and stakeholders developed a revitalization project with grassroots efforts. The Healthy Communities Initiative is a multi-faceted effort that addresses root issues affecting the Sterling community of Greenville. Programs include Access Health Greenville, Meals on Wheels, Seniors on the Go, St. Francis Community Garden and Community Land Trust.

Who is it for? All residents of Sterling and surrounding areas.

Why do they do it? The goal is to build a more vibrant, safe and prosperous city.

Impact: Response to the programs has been community cooperation and a sense of empowerment from residents. People are grateful for the gardens they help create, for new reading glasses, for dental care, for education and for the opportunity to succeed.

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◆ Brookings Health System – Brookings, South Dakota

Program: Therapy Day Camp

What is it? Brookings Health System offered a summer Therapy Day Camp conducted by an occupational therapist and a speech-language pathologist. The theme-based, communication-enriched camp allowed participants to have fun while working on improving their target need areas including speech and language skills, fine motor and sensory processing skills.

Who is it for? Local children needing occupational or speech therapy.

Why do they do it? Some children do not receive therapy at their school. The camp allowed those kids to learn habits they can take back to the classroom. For kids who do receive therapy at school, the camp allowed them to maintain their skills over summer.

Impact: Seven local children completed the camp in 2012. The camp atmosphere allowed children to work on their specific improvement areas in a group setting, a unique aspect from one-on-one therapy sessions. In addition, parents were given tips for helping their children to continue making progress at home.

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◆ Butler Hospital – Providence, Rhode Island

Program: Free Mental Health Screenings

What is it? A free, confidential online screening tool allows individuals to take an anonymous self-assessment for several different brain-based illnesses including depression, generalized anxiety disorder, bipolar disorder, alcohol addiction, eating disorders, post-traumatic stress disorder and adolescent depression.

Who is it for? Individuals or families needing to determine if they or someone they love may have depression or a related mood disorder.

Why do they do it? It's estimated that nine percent of Rhode Islanders suffer from depression. Depression has been associated with increased risks of diabetes, hypertension, cardiovascular disease and possibly stroke.

Impact: Butler Hospital has been offering the online screening tools since February 2009. Since then, more than 13,000 screenings have been performed. To access the screenings, visit: www.butler.org/healthscreening.

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◆ Ellenville Regional Hospital – Ellenville, New York

Program: Ellenville Senior Apartments

What is it? Ellenville Senior Apartments is a 144-unit affordable living facility on the hospital campus. All units are equipped with Energy Star-rated appliances, lighting, HVAC and central air. Other amenities include a community room with a kitchen and 24-hour emergency services. The project is jointly owned by the developer and the hospital.

Who is it for? Seniors in need of affordable housing who wish to live independently.

Why do they do it? The hospital wants to offer affordable housing for people – including disabled individuals – who can benefit from the immediate access to health care that living on the hospital campus provides.

Impact: Since the project opened, it has had full occupancy with a waiting list of hopeful tenants, and the hospital census has increased by 50 percent.

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◆ Fairmont General Hospital – Fairmont, West Virginia

Program: VolunTEEN

What is it? The Fairmont General Hospital VolunTEEN program is a student-oriented volunteer program that offers young people the opportunity to learn about the careers available in the health care field, as well as the role of professionals and others in community health. A typical summer placement may offer as many as 30 hours of career education. VolunTEENS also have the opportunity to provide needed services to the hospital and the community.

Who is it for? Teenagers ages 13 to 18.

Why do they do it? The program became more formalized when the state established a graduation requirement that teens volunteer time in their chosen career path. Several graduates have returned to the hospital as employees in health careers.

Impact: This past summer 70 teenagers, both boys and girls, donated more than 1,750 hours by volunteering in 28 departments over nine weeks.

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◆ Fletcher Allen Health Care – Burlington, Vermont

Program: Howard Center Street Outreach Team

What is it? The program puts mental health clinicians “on the street” in downtown Burlington, including 3.5 outreach workers who provide coverage seven days a week, plus an interventionist who works with the police department to respond to social service needs city-wide.

Who is it for? Primarily individuals with mental illness, but also those dealing with substance abuse, homelessness and other unmet social service needs.

Why do they do it? The team's goals are to increase access to services for all individuals and to prevent disruptive behavior.

Impact: The program has reduced referrals to the court system and the use of emergency services, and has assisted at least 500 individuals annually who historically have fallen through the cracks. The program has now been replicated in Portland, Maine.

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Social and Basic Needs

◆ Greenbrier Valley Medical Center – Ronceverte, West Virginia

Program: The Period of PURPLE Crying

What is it? The hospital disseminates DVDs and booklets, and a nurse educates parents on how to soothe a crying baby with less frustration. The program also involves community outreach and a media campaign strategy – all to make babies safer during those first few months.

Who is it for? New parents.

Why do they do it? Of the 95 cases of shaken baby syndrome treated in West Virginia children's hospitals between 1999 and 2009, 30 percent had evidence of prior injuries, 41 percent had bad outcomes (such as physical disabilities and cognitive impairment) and 12 percent died from their injuries. The rate of abusive head trauma among West Virginia infants is growing.

Impact: Since the program's inception, approximately 500 parents have received training and/or a DVD that helps them understand the reasons that babies cry, and what is normal for newborns.

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◆ Howard University Hospital (HUH) – Washington, District of Columbia

Program: Literacy for Children (LFC) Project

What is it? The LFC Project was launched at HUH and sponsored by Howard University Libraries and the District of Columbia Public Libraries. Student and adult volunteers model behavior for the attentive listener and reader. Through liaisons with local libraries, families can capitalize on a child's natural curiosity and enthusiasm for learning by getting a library card and taking advantage of the many free programs and services.

Who is it for? Child and infant patients at HUH, local school children and children who attend HUH outreach events.

Why do they do it? The goal is to act as a catalyst for early literacy development, ensuring that caregivers of at-risk patients actively participate in preschool enrichment.

Impact: Since the program's inception in 2000, more than 5,000 children have either received reading materials or benefited from reading sessions hosted by volunteers.

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◆ Kaweah Delta Medical Center – Visalia, California

Program: The Bridge

What is it? The Bridge assists patients by linking them with primary health care providers, continuous health insurance, mental health or substance abuse counseling and treatment, housing and various other social and medical services. The program's main goals are to improve health outcomes, reduce the number of unnecessary emergency department (ED) visits and stabilize patients' lives by addressing their unmet needs.

Who is it for? Frequent users of the hospital's ED.

Why do they do it? Thousands of Tulare County residents regularly use the ED as their primary care provider, resulting in sporadic health care.

Impact: To date, The Bridge has assisted more than 700 patients. For patients with one-year data, ED visits decreased by 44 percent (380 fewer visits) from the year prior to enrollment in the program. As a result, costs for ED visits for these patients decreased 39 percent (\$113,049).

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◆ Lancaster General Health – Lancaster, Pennsylvania

Program: Healthy Weight Management Program

What is it? Increasing the number of youth and adults at a healthy weight is a top priority for Lancaster General Health. Efforts include the Eat Well for Life program, which labels cafeteria food with green, yellow and red flags to help diners make educated choices; Lighten Up Lancaster County Coalition, a 250+ member group that helps individuals and families make the healthy choice the easy choice; a Corporate Wellness Team that provides guidance to employers wanting to start their own Employee Wellness Program; and ShapeDown, a 10-week program that helps overweight children learn positive ways to make healthy eating easier for the whole family.

Who is it for? All area residents.

Why do they do it? There's no single solution to healthy weight management.

Impact: Ninety percent of individuals enrolled in a weight management program demonstrated positive behavior change in two or more measurement areas. Lighten Up Lancaster helped improve access to healthy produce and worked to increase the city's bikeability.

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◆ McAlester Regional Health Center – McAlester, Oklahoma

Program: Parenting Support

What is it? The McAlester Regional Health Center (MRHC) Maternal Child Unit team educates mothers about safe delivery; provides breast-feeding education and support; partners with McAlester High School's Family Planning Class to educate students about giving birth and the required after-care, as well as teen pregnancy; and participates in annual community events that educate the community about infant CPR and infant choking, first aid basics and safe sleep habits.

Who is it for? New or expecting parents in the region.

Why do they do it? MRHC has a passion to improve the lives of southeast Oklahoma.

Impact: The program serves approximately 1,200 people a year. MRHC received an outstanding achievement award from the March of Dimes for work on improving outcomes, reducing elective deliveries and promoting education to parents on the health benefits of full-term deliveries.

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◆ Mount Carmel Health System – Columbus, Ohio

Program: Welcome Home

What is it? The program provides free in-home nurse visits to new mothers soon after leaving the hospital. Visits include newborn assessments; maternal health assessments, including breast-feeding and psychological support; education about child mortality risks; and referrals as needed.

Who is it for? Any mother who delivers at a Mount Carmel hospital, especially first-time mothers, single mothers, teen mothers and mothers with social worker-identified concerns.

Why do they do it? With the goal that every baby starts life healthy, Welcome Home visits monitor issues that can interfere with the health and welfare of the mother or child.

Impact: Since 1988, the program has provided more than 18,000 free, in-home nurse visits to moms and babies. In 2011, the program made more than 1,200 home visits – an 18 percent increase over the previous year.

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◆ Mount St. Mary's Hospital and Health Center – Lewiston, New York

Program: HERO (Health Education Raises Opportunities)

What is it? The HERO program brings a collaboration of experts into classrooms to teach about important health topics. The topics provide age-appropriate information on a specific health issue; teach children to identify signs of a disease process; or offer a way for children to improve their personal health and that of their families. A unique feature is the program's emphasis on instructing children to be "teachers" within their families.

Who is it for? Students in grades three through eight in six local schools.

Why do they do it? HERO's goal is to help students and their families become better consumers of health care.

Impact: HERO has served approximately 1,500 students and their families since its inception in 2009.

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◆ MultiCare Health System – Tacoma, Washington

Program: The Children's Advocacy Center of Pierce County (CAC)

What is it? CAC is a community initiative that brings together medical services, social work, mental health, victim advocacy, child protective services, law enforcement and prosecution to provide a child-focused, efficient and compassionate approach to the investigation, treatment and management of complex child abuse cases.

Who is it for? Child abuse victims and their families.

Why do they do it? MultiCare Mary Bridge Children's Hospital developed a pediatric sexual abuse intervention clinic in the 1980s as a response to a community need for specialized services for physically abused children. The mission of CAC is to reduce the trauma of these victims and their families.

Impact: In the last reporting period, the CAC achieved a 98 percent success rate in "improved safety for the child victim" and 86 percent in "improved efficiency in abuse investigations."

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Social and Basic Needs

◆ Newark Beth Israel Medical Center (NBIMC) – Newark, New Jersey

Program: The Beth Garden

What is it? NBIMC has partnered with Garden State Urban Farms to bring nutrition/wellness education and access to healthy foods to the area. What began as an indoor farmers market has grown into an earth box garden and farm in an empty lot owned by NBIMC. The working farm produces organic vegetables, fruits and herbs.

Who is it for? Inner-city communities of the South Ward and greater Newark area.

Why do they do it? Newark is an urban “food desert,” where residents typically must travel twice as far to reach the closest supermarket or other mainstream grocer as people in better-appointed neighborhoods.

Impact: More than 1,500 children have been educated on healthy nutrition and farming, and more than 200 women weekly who visit the WIC clinic have access to healthy food. The Beth Garden also provides opportunities for work and volunteering.

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◆ Phoenix Baptist Hospital – Phoenix, Arizona

Program: Meals to Go

What is it? Meals to Go is a healthy and affordable mealtime solution. Delicious and nutritious, each gourmet meal is created with guidance and nutritional evaluation from hospital dietitians to provide meals that consist of lean meat and are low in sodium, fat, calories and carbohydrates (vegetarian options available). For \$7, consumers can order meals 24 hours in advance online or via phone. Meals can then be picked up at Phoenix Baptist Hospital or any of the five other Abrazo Health Care hospitals. Each meal stays fresh for up to five days.

Who is it for? Area residents with busy lifestyles; ideal for people living with diabetes and/or heart-related issues.

Why do they do it? The program began as an outpatient class for patients to learn how to cook healthy and nutritious meals centered around a diabetic or cardiac-sensitive diet. Patients would often ask if they could purchase the meals pre-made.

Impact: Diners have reported losing significant amounts of weight, balancing their blood pressure and living an overall healthier lifestyle.

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◆ Platte County Memorial Hospital – Wheatland, Wyoming

Program: Free Birthing Classes

What is it? Platte County holds free birthing classes for expectant parents three times per year in January, June and September. Classes, which are two hours long and run for four consecutive weeks, teach what to expect during the pregnancy, birthing process and post-partum. One-to-one instruction is also available. Partner organizations offer weekly support for the first two years of the baby's life.

Who is it for? Parents-to-be in the community.

Why do they do it? The impetus for offering these classes is to prepare new parents to make informed health care decisions and to decrease anxiety and pain during the whole experience. This ultimately leads to healthier parents and babies.

Impact: This program has been in place for more than 20 years, with an average of 15 sets of parents participating each year.

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◆ Rutland Regional Medical Center – Rutland, Vermont

Program: BAMBI (Babies and Mothers Beginning in Sync)

What is it? BAMBI is an extensive community collaborative that promotes recovery in families as early as possible in pregnancy by coordinating and integrating prenatal care and treatment for substance dependency, complemented by social services. Clients are supported throughout the pregnancy and for 12 months post-partum.

Who is it for? Substance-dependent pregnant women.

Why do they do it? In 2007, staff began to see an upward trend in the number of women with substance use issues delivering at the hospital.

Impact: Since 2008, the program has served 93 women and their families. Currently, BAMBI is working with 11 pregnant women and 30 post-partum women. Over the past year, 28 babies were born to mothers in the program – 21 mothers tested negative for drugs at the time of delivery.

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◆ Scripps Health – San Diego, California

Program: A-Visions Vocational Training Program

What is it? Employment skills are taught to patients with psychiatric disorders, who are then placed in volunteer positions and apply to part-time positions when they become available.

Who is it for? Adults with serious, persistent mental illness.

Why do they do it? For patients, this program reduces hospitalizations, increases social and job skills and helps them find work. The program also provides a part-time work force capable of completing projects and tasks that allow other staff to focus on their primary responsibilities. It also is reducing the stigma around mental illness.

Impact: Ninety-four patients have participated in A-Visions within the hospital's Human Resources, Food Services, Environmental Services, Administration, Medical Records, Palliative Care Services and Cancer Registry departments; and in the community at San Diego Hospice.

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◆ Spring Harbor Hospital – Westbrook, Maine

Program: Assertive Community Treatment Integrating Outpatient Networks (ACTION) Program

What is it? ACTION provides a combined treatment team for emergency department (ED) psychiatric patients. Part of Community Counseling Center, a nonprofit mental health agency located in Portland, the program works closely with Spring Harbor Hospital and other organizations to provide effective, evidence-based treatment to help patients avoid ED visits or admittance for psychiatric care.

Who is it for? Psychiatric patients chronically visiting acute-care hospital EDs who also are in need of stable housing support.

Why do they do it? ACTION organizers wanted to develop a program that would help patients learn to manage emotions safely and, in the process, reduce their ED visits and hospital admissions.

Impact: Patients with frequent ED and hospital visits for suicidal/self-harming behaviors are referred to ACTION, which combines housing and Dialectical Behavioral Therapy treatment. As a result, suicidal and self-harming behaviors have decreased and hospital admission rates have been reduced.

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◆ St. James Healthcare – Butte, Montana

Program: Food Donation Program

What is it? Every Monday, Wednesday and Friday, St. James Healthcare provides soup for the “Help the Homeless – We Deliver” program which serves sack lunches prepared by local volunteers and organizations. St. James chefs use surplus food from the kitchen and Café to create hearty soup to fill two large insulated soup containers on their scheduled days. St. James also sends surplus food to the Butte Rescue Mission. In addition to leftover roasts and entrees, they send surplus sweets from catered events.

Who is it for? Recipients of food from the “Help the Homeless – We Deliver” program and Butte Rescue Mission.

Why do they do it? This program helps St. James meet its mission by caring for the community's hungry and homeless population.

Impact: This program tremendously benefits the community by ensuring that the growing number of area homeless receives nutritious meals on a regular basis, as well as by helping lower monthly food costs for other community agencies serving the homeless.

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◆ Texas Health Resources – Arlington, Texas

Program: Child Automobile Safety Initiative (CASI)

What is it? Created by a stakeholder advisory committee, CASI includes four main components: free car seat safety checks, community-based education, school-based education focusing on kindergarten to 2nd grade and training of child passenger safety technicians. The focus is protecting children from unintentional injury from motor vehicle collisions.

Who is it for? Parents, grandparents, caregivers, educators and children.

Why do they do it? Motor vehicle crashes are the leading cause of death for children ages 3 to 14. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars.

Impact: Texas Health educates more than 2,000 people annually on child passenger safety. The CASI school-based program shows an average increase of 18 percent of children riding in booster seats.

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Health Promotion

It takes more than blood pressure checks and medications to sustain a healthy lifestyle. It takes an understanding of the behaviors that cause poor health. The programs in this section combine education and support to promote healthier lifestyles and improve health, one person at a time.

Health Promotion

◆ Alegent Creighton Health – Omaha, Nebraska

Program: Live Well Omaha Kids (LWOK)

What is it? LWOK is a comprehensive, socio-ecological approach to fight childhood obesity at every level of a child's interaction with their environment via prevention and intervention strategies. LWOK staff and its comprehensive initiatives are funded by Alegent Creighton Health and include breast-feeding support, healthy child care environments, programs for families struggling with excess weight and obesity, efforts to create healthier neighborhood stores and support of local bike-share efforts and active transportation within city planning.

Who is it for? Children in and around the Omaha metro area.

Why do they do it? Nearly 30 percent of Omaha children are at an unhealthy weight.

Impact: In 2011, significant improvement from the 2008 baseline was shown in percentage of children who are overweight or obese, are physically active, eat healthier, and drink less soda.

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◆ Altru Health System – Grand Forks, North Dakota

Program: Bidirectional Immunization Registry Interface

What is it? Altru Health System has successfully partnered with the state of North Dakota (ND) and ND Blue Cross Blue Shield in a pilot project to develop a Bidirectional Immunization Registry Interface, which makes Altru the first ND system able to exchange immunization data with the state.

Who is it for? All North Dakotans.

Why do they do it? The goal is for all ND health care facilities to share in this functionality, thereby improving people's health statewide.

Impact: Vaccinations administered at any Altru facility cross over automatically into the state's Immunization Registry. When a patient checks in at any Altru site, all recorded immunizations from the state and the next recommended date for immunization are displayed. This prevents duplication, and helps ensure that patients will be offered only appropriate immunizations.

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◆ AnMed Health – Anderson, South Carolina

Program: Camp Asthmania

What is it? AnMed Health created Camp Asthmania, a free, four-day camp that empowers children to effectively manage their asthma while having the same social and recreational experience of camp that other children enjoy. Camp Asthmania empowers children to gain the knowledge, skills and confidence to effectively manage their asthma and live an active lifestyle.

Who is it for? Area children ages 6 to 12 who currently have asthma.

Why do they do it? Uncontrolled asthma was a leading cause of emergency department (ED) visits for children.

Impact: A decrease in asthma-related school absenteeism, ED visits and physician office visits are credited to Camp Asthmania. More than 600 children have participated since the program's inception.

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◆ Augusta Health – Fishersville, Virginia

Program: Community Health Forum

What is it? The Community Health Forum involves 110 local organizations and 250 citizens in solving key community problems. The group gathers every other month to share information and resources and jointly plan targeted community health improvement efforts. Augusta Health provides meeting space, lunch, and staff support and funds research.

Who is it for? The Augusta community.

Why do they do it? The board set up a foundation to facilitate coordination of health services across the community. The hospital brings the group together toward that goal.

Impact: This year, the Forum members participated in the Community Health Needs Assessment, funded by Augusta Health. A focus group consisted of 22 members while 65 members participated in the Summit of this highly collaborative assessment. A Steering Committee will prioritize the identified needs into a strategic plan for the next three years.

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◆ **Bayhealth Medical Center – Dover, Delaware**
Beebe Medical Center – Lewes, Delaware
Nanticoke Health Services – Seaford, Delaware

Program: Healthier Sussex County

What is it? Bayhealth Medical Center, Beebe Medical Center, Nanticoke Health Services and several other health and community organizations have launched Healthier Sussex County. This collaborative initiative will address important health issues affecting area residents by identifying and addressing health disparities, identifying and addressing health education and making a positive impact on health behaviors. Diabetes and mammography initiatives have been set for 2012-2013, with the primary goals of increasing the number of residents who receive diabetes testing and self-management education, and increasing compliance with recommended breast cancer screenings among women.

Who is it for? Residents of Sussex County.

Why do they do it? The initiative aims to make Sussex County one of the healthiest in the nation by addressing health issues and working toward optimal health.

Impact: Results will be tracked to see how they affect health risk factors. Additional information may be found at www.healthiersussexcounty.com.

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◆ **Children’s Hospital Colorado – Aurora, Colorado**

Program: Certified Athletic Trainers in High Schools

What is it? In 2010, Children’s Hospital Colorado and the Adams 12 Five Star School District formed a partnership, whereby the hospital’s Sports Medicine Program for Young Athletes staffs each high school’s training room with a certified athletic trainer to provide coverage of all athletic practices and home varsity events. Physicians also visit high schools weekly for as-needed consultations. In addition to clinical care, Children’s Colorado provides comprehensive athletic physicals free of charge for the district’s high school students.

Who is it for? High school athletes in the school district.

Why do they do it? The school district was faced with the potential cutting of certified athletic trainers. When officials at Children’s Colorado heard of this, they quickly devised a partnership with the Five Star District that would preserve services.

Impact: Through the partnership, Children’s Colorado maintains and enhances student athletes’ access to medical care on the sidelines.

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◆ **Evanston Regional Hospital – Evanston, Wyoming**

Program: Healthy Woman

What is it? Healthy Woman is a community program that empowers women with the confidence to make informed health care decisions for themselves and their families. Four events are held each year, including an annual conference with a well-known keynote speaker, a dinner with a local speaker or performer and an anniversary celebration. In 2012, the hospital also partnered with a department store to bring a huge shopping event to the community. Another benefit of membership in the program is a monthly e-mail newsletter covering various health topics.

Who is it for? Women in the Evanston community.

Why do they do it? The program helps women make good health choices, while creating a strong connection between families in the community and the hospital.

Impact: Healthy Woman in Evanston has about 1,200 members, including 300 who joined this year.

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◆ **Gwinnett Medical Center–Duluth – Duluth, Georgia**

Program: ImPACT Concussion Management Program

What is it? To improve the standard of care for athletes suffering concussions, the Sports Medicine Program at Gwinnett Medical Center offers the Immediate Post-Concussion Assessment and Cognitive Testing (ImPACT) program free of charge. ImPACT is a sophisticated, research-based computer test developed to help clinicians evaluate recovery following concussion. A 20-minute test battery can be administered in the pre-season for a baseline and post-injury to track a concussion. Then when players suffer concussions, they take the test again and aren’t allowed to play until they reach their baseline score.

Who is it for? Student athletes at Gwinnett and North Fulton high schools, as well as the Gwinnett Football League.

Why do they do it? The program’s goal is to reduce the chance of follow-up concussions and avoid catastrophic outcomes, thus helping student athletes’ performance both on the field and in the classroom.

Health Promotion

Impact: Since 2007, the program has covered 8,744 athletic events and served 2,550,650 athletes. To date, program staff have tested 19,500 athletes and managed 1,905 concussions.

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◆ Labette Health – Parsons, Kansas

Program: Rector Diabetes Education and Resource Center

What is it? The Rector Diabetes Education and Resource Center is a 2,000-square-foot building with classroom space and a demonstration kitchen, plus a mix of high-tech fitness equipment and interactive media kiosks. Core programming of the Rector Center is the Healthy Kids Initiative, which screens children at area schools and refers at-risk children to their physicians and Rector Center programming. The first of its kind in southeast Kansas, the Rector Center started with a generous donation from the Jacque and Kelly Rector family.

Who is it for? At-risk children at area schools.

Why do they do it? Approximately 41 percent of the students screened in Labette County are overweight or obese. The goal is to help raise awareness and combat the rising incidence of diabetes in the county.

Impact: The Rector Center has served 2,442 visitors, including 163 diabetes screenings and 140 kids referred to physicians.

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◆ Maui Memorial Medical Center – Wailuku, Hawaii

Program: Malama Pu'uwai (Take Care of Your Heart)

What is it? Malama Pu'uwai is a free, comprehensive cardiovascular wellness program offered four times per year. It focuses on positive lifestyle changes that will reduce controllable risk factors of heart disease and stroke. Participants must commit to a six-week program, with meetings held once per week for 2-1/2 hours. Participants complete a lifestyle assessment and set goals to improve one or more of the areas scored.

Who is it for? Area residents concerned about their cardiovascular health.

Why do they do it? The goal is to promote wellness through early detection and modification of cardiovascular disease risk factors.

Impact: Since its initiation in 2006, the program has been offered 21 times in nine locations, serving nearly 520 participants. People have reduced their blood pressure, increased their physical activity, lost weight and reported improved quality of life.

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◆ Mayo Clinic Health System in New Prague – New Prague, Minnesota

Program: The Fitness Center

What is it? The Fitness Center, which is owned and operated by Mayo Clinic Health System, is committed to improving the health and wellness of area residents. The Fitness Center is open seven days a week, 12 to 15 hours a day, and offers unique programs and services designed for its members, area schools and senior citizens. Members pay a discounted monthly participation fee that covers some of the expenses, and the hospital provides an annual subsidy.

Who is it for? Area residents of all ages and fitness levels.

Why do they do it? The goal is to promote health and well-being.

Impact: Through new program development that includes the Lazyman's Biathlon and Triathlon, Fit Kids, Silver Sneakers and running clubs, The Fitness Center has grown to provide services to more than 1,300 members.

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◆ Mercy Medical Center – Cedar Rapids, Iowa

Program: Joslin Diabetes Center (JDC)

What is it? Mercy's JDC provides comprehensive diabetes education and insulin management services for people of all ages. Team members include an endocrinologist, nurse diabetes educators, dietitian diabetes educators, a podiatrist, an exercise specialist and a mental health counselor. Education is provided in both group and individual visits.

Who is it for? People with pre-diabetes, gestational diabetes, and type 1 and type 2 diabetes, as well as their families.

Why do they do it? The goal is to provide diagnosed patients with information about healthy lifestyles, knowledge and skills to perform diabetes self-management tasks, and assistance with goal setting to move the patient to a lifestyle that results in good



blood glucose control and prevention of diabetes complications.

Impact: JDC is responsive to the needs of an estimated 14,000 patients with diabetes or pre-diabetes through preventive care, screenings and educational programs.

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◆ Mesa View Regional Hospital – Mesquite, Nevada

Program: Mesquite Heart Walk

What is it? Each February to coincide with National Heart Month, Mesa View Regional Hospital and the city of Mesquite/Mesquite Recreation Center co-sponsor the Mesquite Heart Walk, a 3.2 mile trek through town. The Heart Walk finishes in front of the hospital, where each participant receives a souvenir stainless steel water bottle as their trophy.

Who is it for? All area residents.

Why do they do it? The Heart Walk serves to draw attention to the benefits of walking in maintaining heart health.

Impact: Since the Heart Walk's inception in 2005, the number of participants each year has increased. In 2012, 325 Mesquite residents participated in the walk, highlighting how walking can reduce health risks. Events like this also help in the hospital's efforts to develop a health care coalition, a group of health care providers who work together to promote wellness in Mesquite.

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◆ Minidoka Memorial Hospital (MMH) – Rupert, Idaho

Program: Ride for Safety

What is it? MMH hosts Ride for Safety every July 3rd. Children decorate their bikes and receive a free bicycle helmet and bike inspection from the hospital. This event promotes safety and gets kids excited to ride in the annual Rupert Fourth of July parade. MMH supplies bike decorations, and hospital junior volunteers serve as the children's chaperones during the parade.

Who is it for? Children from the Mini-Cassia community.

Why do they do it? The goal is to promote physical exercise and safety for area youth.

Impact: The event has more than 300 attendees annually. MMH has given away more than 1,500

bicycle helmets to children during the dozen years the hospital has held the event. For the past four years, the hospital has given away two bicycles at the County Fair Rodeo along with helmets, as well as elbow and knee pads.

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◆ Mount Desert Island Hospital (MDI) – Bar Harbor, Maine

Program: Diabetes Prevention Program

What is it? MDI Hospital is leading a group of local agencies in the launch of an outreach program to identify those who may be at risk for diabetes and help them improve their health. The program will train volunteer community health care workers who will be a patient's guide to services and programs to improve their overall health and wellness.

Who is it for? Community members who are at risk of developing diabetes or whose illness is not adequately managed.

Why do they do it? People with blood sugar or glucose levels that are above normal, but not high enough to be considered diabetic, can prevent the onset of the disease through modest weight loss, healthy eating and increased physical activity.

Impact: The program will use the greater MDI community as a pilot and then later expand throughout Hancock and Washington counties.

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◆ Norton Healthcare – Louisville, Kentucky

Program: Portrait of a Promise: Preventing Shaken Baby Syndrome (SBS)

What is it? Portrait of a Promise is an educational video that is shown to all parents and caregivers prior to leaving the hospital with a newborn. This evidence-based prevention strategy teaches parents the dangers and risks of shaking a baby, how to soothe a crying infant and how to decrease frustration levels so that harm to the baby does not occur. After viewing the video, parents sign a commitment statement acknowledging understanding of the video.

Who is it for? All parents and caregivers.

Why do they do it? A 2009 report labeled Kentucky number one in the nation in terms of child abuse and neglect death rates. SBS is the most common cause of death and disability in physical child abuse.

Impact: More than 25,000 parents have been educated since June 2010. Since the program's

Health Promotion

implementation, Kentucky has dropped from its top ranking in child abuse fatalities to the 17th position.

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◆ **Overlook Medical Center – Summit, New Jersey**

Program: A Walk in the Heart

What is it? This interactive program is designed to educate children of all socioeconomic backgrounds about cardiovascular disease and heart-healthy living. An entertaining hour-long program features six interactive stations, including New Jersey's only giant, inflatable walk-through heart.

Who is it for? Fourth- and fifth-grade students who come to Overlook from schools in the medical center's service area. The program has been used in many other venues, however, with all age groups including adults.

Why do they do it? Cardiovascular disease is the leading cause of death in the United States and in New Jersey. Many risk factors are reducible with early education on healthy lifestyle decisions.

Impact: From the program's inception in March 2010 through March 2012, more than 4,000 people have been educated through Walk in the Heart. Teacher evaluations have been positive, with comments about how they have integrated the program with the school curriculum.

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◆ **Poudre Valley Health System (PVHS) – Fort Collins, Colorado**

Program: Healthy Kids Club

What is it? Healthy Kids Club – sponsored by PVHS – partners with schools and youth-serving agencies in Northern Colorado to provide programs and resources that include standards-based kindergarten health education, after-school programs, the Healthy Kids Run Series, the Schools on the Move Challenge, Fit Families on the Move, school-based walkathon fundraisers and classroom resources to integrate health and activity into the school day.

Who is it for? Area children and youth.

Why do they do it? Colorado's childhood obesity rate is increasing faster than in every other state but one. Currently, 23 percent of local youth are overweight or obese.

Impact: More than 80 percent of parents report that Healthy Kids Club health education has made a positive difference in their child's health habits. More than 1,500 youth participate in the Healthy Kids Run Series; 75 schools representing 11,000 students and staff participate in the Schools on the Move Challenge.

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◆ **Providence Hospital – Washington, District of Columbia**

Program: Senior Wellness Centers

What is it? Individuals can join Senior Connection through Providence Hospital or a Senior Wellness Center that the hospital operates in three locations through the D.C. Office on Aging. The fitness, education and social programs are provided free to members. Services offered at the centers – including classes and screenings – promote healthy lifestyles to members to include mind, body and spirit.

Who is it for? District of Columbia residents 60 years of age and older.

Why do they do it? The philosophy of the center is to promote an optimum state of health and well-being, achieved through disease prevention and health promotion.

Impact: Out of 102,000 seniors in the D.C. area, 1,200 are members of a Providence Hospital-operated Senior Wellness Center. Each day, 90 to 100 people take advantage of services offered at center sites.

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◆ **Providence Milwaukie Hospital – Milwaukie, Oregon**

Program: Community Health in Motion (CHIM)

What is it? Providence Milwaukie Hospital and its partners in CHIM have provided thousands of free immunizations and hundreds of sports physicals to area children, health screenings for adults, fall prevention clinics for seniors, free monthly dental services to emergency department patients, free mammograms to uninsured women and more.

Who is it for? Clackamas County's poorest and most vulnerable residents.

Why do they do it? CHIM bases its services on the results of a periodic Community Assets and Needs Assessment.



Impact: In 2011, CHIM provided free breast exams and mammograms to 80 uninsured women; free immunizations to 276 schoolchildren; more than \$80,000 in free dental services; free sports physicals and injury-risk assessments for 104 students; 291 free flu shots and health screenings; and resources for more than 2,000 health fair attendees.

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◆ **Sacred Heart Hospital – Eau Claire, Wisconsin
St. Joseph’s Hospital – Chippewa Falls,
Wisconsin**

Program: Imaging the Future Community Listening Campaign

What is it? The hospitals conducted a vast “listening campaign” that spanned five months and offered community members multiple ways to provide input on how the hospitals could better serve the community. Through town halls, focus groups, social media and other venues, more than 1,400 community members participated.

Who is it for? Residents served by the two hospitals.

Why do they do it? The hospitals wanted to get a complete picture of what community members want and need.

Impact: The months of listening yielded 2,830 ideas. Some were implemented quickly, such as posting a heart health questionnaire on Sacred Heart’s web site and collecting thousands of “more interesting” books and magazines for hospital waiting areas. Longer-range ideas include offering more health screenings and mental health services, and beginning to address local “food deserts.”

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◆ **Sanford Health – Sioux Falls, South Dakota**

Program: Children’s Health and Fitness Initiative “fit”

What is it? In 2010, Sanford Health partnered with WebMD to create “fit,” a national initiative that uses a combination of the latest scientific and behavioral research to educate, motivate and inspire children of all ages to live a balanced, healthy lifestyle. The initiative focuses on four key contributing factors to children’s health that lead to real change: food (nutritional fitness), move (physical fitness), mood (emotional fitness) and recharge (restorative fitness).

Who is it for? Children and families nationwide.

Why do they do it? It’s a fun, fresh approach for promoting a lifetime of living well for children.

Impact: Since its inception, the “fit” initiative has received more than three million visits to both their children’s and parenting web sites, with more than 600 pieces of new content developed for WebMD.

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◆ **Sanpete Valley Hospital – Mount Pleasant,
Utah**

Program: STEP Express

What is it? STEP Express is a free program sponsored by Sanpete Valley Hospital and Select Health, designed to help students work toward a healthier lifestyle through health education and physical activity. Hospital employees lead activities and teach six lessons about positive food choices and meal planning.

Who is it for? Fourth-grade students in Sanpete County. (STEP Express is offered throughout the state.)

Why do they do it? Today, overweight children have about an 80 percent chance of becoming overweight or obese adults. STEP Express and Sanpete Valley Hospital address these concerns by teaching children health and exercise terms, as well as challenging them to add more physical activities to their daily lives.

Impact: Sanpete’s STEP Express program serves 370 fourth-graders a year.

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◆ **Southeast Alabama Medical Center (SAMC) –
Dothan, Alabama**

Program: Hearts ’n’ Motion

What is it? Each year on a Saturday during February (Heart Awareness Month), SAMC hosts a free, three-hour cardiac-wellness event at a local civic center. The message of Hearts ’n’ Motion is: “Get active. Stay active. Eat healthier.” Attendees have access to a variety of health screenings and measurements. High-energy activities include exercise and dancing demonstrations, in which attendees are encouraged to participate. Hearts ’n’ Motion also includes a question-and-answer forum with cardiologists, a short quiz on women’s health and sample dishes prepared by students from the Culinary Arts Department.

Health Promotion

Who is it for? Area residents.

Why do they do it? The event is part of SAMC's mission to provide health care and promote wellness to those they serve.

Impact: Nearly 600 people attended the 2012 event and 164 people had blood drawn for health screenings.

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◆ Sparrow Health System – Lansing, Michigan

Program: Fitness Initiative Targeting Kids (FITKids)

What is it? The FITKids program was developed to reduce the problems and illnesses associated with excess weight by teaching at-risk children and families how to improve nutrition and physical activity by maintaining a healthier lifestyle. FITKids leadership and staff work with middle school teachers to create fun, interactive activities that strive to increase intake of fruits and vegetables; decrease intake of sugar-based drinks; and balance caloric intake with calories expended through physical activity.

Who is it for? Sixth- and seventh-graders in mid-Michigan middle schools.

Why do they do it? Michigan ranks eighth in the nation for incidence of obesity at 32 percent, with child obesity at 12 percent.

Impact: Students report that they are eating and drinking healthier, are getting more physical activity and are asking their parents to buy healthier foods.

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◆ UMass Memorial Medical Center – Worcester, Massachusetts

Program: Healthy Options for Prevention and Education (HOPE) Coalition

What is it? HOPE Coalition, composed of inner-city teens representing Worcester youth organizations and high schools, wanted to minimize youth access and exposure to tobacco in Worcester through tighter regulation and distribution of tobacco permits, and by elimination of tobacco advertising in the community. The group undertook a comprehensive environmental approach – one focusing on the overall city environment including policy, regulatory and advertising.

Who is it for? Area teens interested in addressing public health issues that impact inner-city youth.

Why do they do it? Nearly 25 percent of the adult population in Worcester smoke; 80 percent of smokers begin before the age of 18.

Impact: In May 2012, based on HOPE's research and advocacy, the city of Worcester voted to ban the sale of tobacco from all health care institutions – including pharmacies. Today, all stand-alone pharmacies, as well as those located in other stores, are completely tobacco free. Worcester also greatly reduced temporary outdoor tobacco advertising throughout the city.

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Access and Coverage

Nearly 50 million Americans are uninsured. Every day, the caregivers in America's hospitals see that the absence of coverage is a significant barrier to getting people the right care, at the right time, in the right setting. Knocking down those barriers to care is a big part of the work hospitals do. The programs that follow demonstrate the strong commitment hospitals have to ensuring that everyone gets the care they need regardless of their ability to pay.

Access and Coverage

◆ Albemarle Health – Elizabeth City, North Carolina

Program: Field Clinics for Migrant Workers

What is it? The Gateway Community Health Centers (GCHC) Field Clinic Team consists of a nurse practitioner, outreach coordinator, outreach worker and nurses. These volunteers deliver health care directly to migrant workers; setting up weekly field clinics during the growing season – from May to November. Nurses monitor blood pressure and glucose levels, run TB skin tests, perform rapid HIV screenings and provide follow-up care such as dispensing free medication. Providers also make any referrals and write prescriptions as necessary.

Who is it for? Migrant and seasonal farm workers in Albemarle's 1,947-square-mile service area, plus the local Latino community.

Why do they do it? Most migrant care programs transport workers to health clinics, but Albemarle's large geographical area makes that impractical.

Impact: The 2012 season included approximately 500 patient encounters.

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◆ Bayhealth Medical Center – Dover, Delaware

Program: Bayhealth Wellness Centers

What is it? The Bayhealth Wellness Centers work to meet the physical needs of young people, as well as their nutritional, mental and emotional needs. Available at area high schools, the Bayhealth Wellness Centers provide services related to physical health, nutrition, mental health, laboratory tests and healthy-lifestyle education. They also provide sports physicals and treat minor medical conditions.

Who is it for? Students at seven area high schools: Woodbridge, Lake Forrest, Milford, Caesar Rodney, Dover, Woodbridge and Smyrna High Schools.

Why do they do it? The Wellness Centers focus on prevention and promote positive physical and mental health.

Impact: In the 2011-2012 school year, nurse practitioners completed 5,148 medical visits, licensed mental health providers made 3,872 visits and registered dietitians completed 723 visits.

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◆ Botsford Hospital – Farmington Hills, Michigan

Program: School-Based Health Clinic

What is it? Botsford Hospital's School-Based Health Clinic, housed in Pierce Middle School, provides health care and wellness programs to hundreds of students. Clinic staff offer a range of care, such as treating minor ailments and injuries, controlling asthma symptoms, testing for sexually transmitted diseases and providing dental and mental health services. A registered dietitian provides one-on-one nutrition counseling to students.

Who is it for? Students ages 10 through 21 in the South Redford School District.

Why do they do it? The goal is to provide a safe and comfortable place for children to receive health care services. For some children, it is the only place to access health care.

Impact: The clinic was upgraded to a full-time clinic in fall 2011 and is open 30 hours a week year-round, seeing at least 500 patients annually. Since its opening, the clinic has helped 43 families get approved for Medicaid health benefits.

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◆ Columbus Regional Hospital – Columbus, Indiana

Program: Promotoras (Health Promoters)

What is it? Promotoras is an education and outreach program with the goals of providing general health-promotion and disease-prevention education, and facilitating the connection between the Hispanic/Latino population and community health services. Promotoras are deployed in locations where Spanish-speaking individuals spend most of their time, including workplace, faith congregation and local neighborhood clinic. Working 10 hours a week, Promotoras are paid personnel supported by a grant from the Indiana Minority Health Coalition and the Columbus Regional Hospital Foundation.

Who is it for? Spanish-speaking residents of Bartholomew County.

Why do they do it? The community's Spanish-speaking population started growing in the late 1990s. Language and culture differences represented barriers to the provision of adequate health care services.

Impact: Outcomes include reduced emergency department use, improved diabetic laboratory results, increased physical activity and decreased



weight in chronic disease groups, reports of improved depression and anxiety levels and reduced need for interpretation and personal assistance from the previous year.

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◆ **Forrest General Hospital – Hattiesburg, Mississippi**

Program: Dare to C.A.R.E.

What is it? Dare to C.A.R.E. is a comprehensive cardiovascular disease early-detection and education program. C.A.R.E. stands for the types of cardiovascular disease the screenings are designed to detect: carotid artery stenosis, abdominal aortic aneurysm, renal artery stenosis and extremity artery stenosis. The two-day event includes a talk by a local physician followed by scheduled screening appointments the next day for qualifying participants. Screenings include a non-invasive ultrasound of carotid arteries in the neck, the aorta in the abdomen and an evaluation of leg circulation.

Who is it for? People over age 60, or over age 50 with risk factors such as smoking, diabetes, high blood pressure or high cholesterol.

Why do they do it? Cardiovascular disease is the number one health problem in the United States. Early detection is the key!

Impact: Since the program began in August 2011, approximately 405 people have been screened. Of this number, 231 abnormal screenings (57 percent) were detected that otherwise may have went undiscovered.

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◆ **Frederick Memorial Hospital (FMH) – Frederick, Maryland**

Program: FMH Auxiliary Prenatal Center

What is it? Combining clinical care with education, counseling and evidence-based assessment guidelines that improve prenatal outcomes, the FMH Auxiliary Prenatal Center's staff provides women with prenatal care regardless of their ability to pay. Patients at the Prenatal Center receive screenings for health problems such as gestational diabetes, are taught what to expect during pregnancy and are referred to services such as WIC and childbirth classes.

Who is it for? Underinsured/uninsured pregnant women in Frederick County.

Why do they do it? Frederick County has the 17th fastest growing Hispanic population in the country. From 2003 to 2005, Hispanic mothers showed the highest rate of inadequate prenatal care in Maryland compared with other races and ethnicities.

Impact: Since opening in December 2007, the Prenatal Center has provided care to more than 1,500 women, reducing their risk of complications during pregnancy and childbirth.

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◆ **Halifax Regional Health System – South Boston, Virginia**

Program: MedAssist of Halifax

What is it? MedAssist provides life-sustaining and preventive medications to area residents who cannot otherwise obtain them. One full-time and one part-time medication assistance caseworkers staff the program, and all medications are dispensed from physicians' offices. Patients are charged an annual application fee of \$10, which may cover all medications for some patients.

Who is it for? Low-income, uninsured and underinsured residents of Halifax, Mecklenburg and Charlotte counties and other surrounding communities.

Why do they do it? Approximately 20 percent of area residents live below the poverty line. High incidences of diabetes, heart disease and cancer – as well as high blood pressure and high cholesterol – often require medication that many residents are unable to afford.

Impact: During FY 2011, 1,408 patients were served, and medications valued at \$4,793,479 were provided.

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◆ **Hannibal Regional Hospital – Hannibal, Missouri**

Program: Hannibal Free Clinic

What is it? With leadership from Hannibal Regional Hospital, the Hannibal Free Clinic opened in May 2007 to provide access to primary medical care. The clinic is open five days a week and is staffed by 14 volunteer physicians and 47 support volunteers whose work is designed to build a healthy community using creative solutions. In 2009, a volunteer dental service was added.

Access and Coverage

Who is it for? Uninsured, low-income adults ages 18 to 65 in northeast Missouri.

Why do they do it? Area demographics made the community realize that a free clinic was needed.

Impact: Since opening, the clinic has provided nearly 5,000 visits to nearly 1,000 unique patients. And the dental service has served nearly 250 individuals. The Hannibal Free Clinic continues to grow as more volunteers step forward to support this effort.

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◆ Hilo Medical Center (HMC) Foundation – Hilo, Hawaii

Program: HMC Foundation River Cottage Renovation Project

What is it? The River Cottage is a large four-bedroom home that sits on the bluff overlooking the Wailuku River Waterfall, on the campus of the Hilo Medical Center hospital. The HMC Foundation led the renovation of the vacant cottage, with assistance from many elements of the East Hawaii community, who came together with voluntary donations of money, labor and materials. The idea was to use the cottage for medical housing.

Who is it for? Medical students and Residency Program physicians needing temporary housing.

Why do they do it? The goal is to get physicians to stay and practice in East Hawaii or Hawaii Island to work on the impending physician shortage.

Impact: Demographic studies show a critical future shortage of physicians on the Island of Hawaii. Any assistance rendered to medical students and residents-in-training could make them far more amenable to locating and setting up practices there post-training.

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◆ Intermountain Healthcare – Salt Lake City, Utah

Program: Mental Health Integration (MHI)

What is it? Over the past decade, Intermountain introduced a new MHI model, radically changing the way primary care is delivered by improving service coordination and quality outcomes. Through standardized assessments, a team-based approach and ongoing training, mental health becomes a fundamental feature of primary health care and is accessible to all.

Who is it for? Primary care patients with health and mental health issues, and their families – regardless of the complexity of health conditions or financing.

Why do they do it? MHI solves common barriers for patients and clinicians: access to mental health specialists, support for shared medical decision making, connected social support, care management and care delivery by trusted partners.

Impact: Results include improved outcomes for patients with depression, higher patient and physician satisfaction, improved management of chronic medical conditions and less overall emergency department use.

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◆ Lawrence General Hospital – Lawrence, Massachusetts

Program: Pediatric After-Hours Referral Clinic

What is it? Housed in a pediatric-friendly area in the hospital's Emergency Center, the Pediatric After-Hours Referral Clinic provides a pediatrician and nurse practitioner for acutely ill children. Patients are seen on a referral basis from 5 p.m. to 11 p.m., Monday through Friday and 3 p.m. to 11 p.m. Saturdays, Sundays and holidays. The Clinic has the ability to handle all non-critically ill patients.

Who is it for? Non-critically ill children needing routine medical care when their pediatric office is closed.

Why do they do it? The Clinic provides a convenient, less expensive alternative to the emergency department (ED) for treating children. Patients are billed for a regular office visit rather than an ED visit.

Impact: Approximately 2,000 children per year receive services via the Clinic, increasing access to primary pediatric care and easing ED flow.

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◆ Lourdes Hospital – Paducah, Kentucky

Program: Lourdes Kids Cardiac Academy

What is it? Lourdes Hospital and its partners provide screenings to learn more about heart disease factors in children and determine which children and families are at risk for developing premature coronary artery disease (CAD).

Who is it for? Fourth-grade students at area public and parochial schools.

Why do they do it? Early identification and intervention are essential to reduce the risk of CAD.



Impact: The program has grown from one school participating in the 2008 school year to 16 schools as well as two inner-city after-school programs in the 2012 school year. During this time, 964 children have been screened and 63 percent had some sort of elevated result. Follow-up was given in the form of a phone call and an educational packet sent home with a voucher for a free lab to re-check any blood work.

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◆ Memorial Hermann Healthcare System – Houston, Texas

Program: Gateway to Care Provider Health Network (PHN)

What is it? The PHN is a voluntary specialty provider network made up of 807 providers – including physicians, hospitals, diagnostic centers and labs – dedicated to connecting uninsured patients to the specialty care they need to regain their health and become productive citizens. Memorial Hermann funds one-third of the PHN's budget and actively recruits physicians and provides services.

Who is it for? Individuals with incomes at 150 percent or below the federal poverty level, have no health insurance or benefits and have been referred by a collaborating safety-net provider.

Why do they do it? With one in every four medical visits requiring a referral to a specialist, the Houston community is in desperate need of a PHN. Timely access to specialized care improves clinical outcomes and over the long term is less costly for the community.

Impact: Since 2006, the PHN has provided services to more than 4,700 patients. For every dollar in program costs, 11 dollars in services is generated.

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◆ Memorial Hospital of South Bend – South Bend, Indiana

Program: Diabeticos Saludables (Healthy Diabetics)

What is it? Diabeticos Saludables is a multifaceted, culturally appropriate education and case management program for individuals with type 2 diabetes. Participants are given the knowledge and tools they need to manage their condition.

Who is it for? Originally serving only Latino immigrants, the program has expanded to include hard-to-reach, medically underserved individuals of all cultural and ethnic groups.

Why do they do it? Program developers recognized a strong moral and business case for preventing disease progression through culturally appropriate and culturally sensitive education. With friendly support and care, individuals' health and quality of life are maintained or improved.

Impact: The program serves more than 300 individuals each year. Results demonstrate improved health: A1C levels decrease an average of two full points a year, and the number of hospitalizations among participants has dramatically decreased.

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◆ Moffitt Cancer Center – Tampa, Florida

Program: Men's Health Forum

What is it? The Men's Health Forum is an annual community health promotion event that provides health screenings, health education and resources to participants in both English and Spanish.

Who is it for? Medically underserved men (those who are uninsured, underinsured or do not have a regular health care provider) in Tampa Bay.

Why do they do it? The goal is to address health disparities in the community due to lack of awareness and education about certain diseases, lack of information regarding methods of prevention and early detection and less access to quality health care opportunities.

Impact: In the past 11 years, more than 10,000 men have participated in the health screenings offered at the Men's Health Forum. Men identified with adverse outcomes were navigated to the appropriate health care facility.

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◆ Norman Regional Health System – Norman, Oklahoma

Program: School Health Services

What is it? Through a collaboration with the school district, Norman Regional arranged to help fund a school health services program, which provides health services personnel at each school site. Norman students now have access to five school nurses, five licensed practical nurses and 15 trained health assistants.

Who is it for? The school district's 15,000 children.

Why do they do it? On its own, Norman Public Schools was able to hire only two school nurses and two part-time health assistants, who worked primarily with special needs students.

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Impact: Last year's 63,847 student visits ranged from dispensing medicine to blood sugar checks to administering first aid. The program's uniqueness has earned it recognition from the Oklahoma State School Boards Association, Association of School Business Officials, Blue Cross Blue Shield of Oklahoma and Oklahoma Fit Kids Coalition.

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◆ NorthShore University HealthSystem – Evanston, Illinois

Program: Be Well-Lake County

What is it? A partnership of NorthShore University HealthSystem and Lake County Health Department/Community Health Center (LCHD/CHC), Be Well-Lake County provides a medical home for diabetics.

The program offers comprehensive disease management for patients and families in English and Spanish, fitness center memberships and classes, participation in a community garden and access to healthy food and specialty care.

Who is it for? Underserved, low-income diabetics in Lake County.

Why do they do it? Prior to Be Well-Lake County, many patients treated for diabetes at LCHD/CHC did not receive recommended specialty care due to inability to pay or limited specialist access.

Impact: Since April 2009, Be Well-Lake County has provided 2,839 medical visits for 670 active diabetes patients. During the summer, participants also have received new sources of vegetables made available through the Be Well-Lake County community garden established at one of the health department's CHCs. Patients have significantly decreased their Hemoglobin A1C.

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◆ Phoenix Children's Hospital – Phoenix, Arizona

Program: CareConnect AZ

What is it? CareConnect AZ is a community-based outreach service that identifies and supports at-risk and vulnerable populations. The program is designed to increase parents' awareness of resources, knowledge about children's health and development, and skills for partnering with providers. Care coordinators are situated in areas across Central and South Phoenix, including health care facilities and community referral agencies.

Who is it for? At-risk Phoenix-area children, ages birth to five, as well as their families.

Why do they do it? According to a recent Commonwealth Fund scorecard, Arizona ranked 49th in indicators for child health. And only 50 percent of children have a medical home.

Impact: Since the program's inception in 2010, 634 families have benefited from CareConnect AZ services. The families have shown statistically significant improvements in all targeted outcome areas.

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◆ Pocono Health System – East Stroudsburg, Pennsylvania

Program: Nurse-Family Partnership (NFP)

What is it? NFP is a voluntary prevention program that provides nurse home-visitation services to low-income, first-time mothers. Nurses begin home visits early in the mother's pregnancy and continue visitation until the child's second birthday by providing support, education and counseling on health, behavioral and self-sufficiency issues.

Who is it for? Low-income children and mothers living in the East Stroudsburg and surrounding areas.

Why do they do it? Mothers and children who have participated in the program have consistently demonstrated significantly improved prenatal health, fewer subsequent pregnancies, increased maternal employment, improved child school readiness, reduced involvement in crime and less child abuse, neglect and injuries.

Impact: Currently, 112 young mothers are participating in Pocono Health System's Nurse-Family Partnership in Monroe and lower Pike Counties.

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◆ Saint Alphonsus Regional Medical Center – Boise, Idaho

Program: Curbside Care Mobile Health Clinic

What is it? Curbside Care is a 32-foot recreational vehicle that has undergone extensive custom renovation to re-create the environment of a Saint Alphonsus Medical Group clinic. Complete with a patient waiting area, restroom, private examination room and mini-laboratory, this wheelchair-accessible clinic-on-wheels is equipped for Saint Alphonsus medical teams to offer most of the services available at fixed primary care sites.



Who is it for? The region's most underserved patients – seniors, the disabled and refugees.

Why do they do it? The goal is to ensure that patients' basic health care needs do not go unmet as a result of travel limitations.

Impact: Curbside Care is increasing access to basic primary care and family medicine services, as well as extending diverse wellness outreach programs into the community. To date, the vehicle has performed more than 750 visits, assisting more than 400 patients in the Boise area.

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◆ Saint Francis Hospital and Medical Center – Hartford, Connecticut

Program: Curtis D. Robinson Men's Health Institute (CDRMHI)

What is it? The CDRMHI focuses on patient education, early diagnosis, appropriate treatment and continued support for men at risk of, or who screen positive for, prostate cancer. The program provides free services to the uninsured/underinsured while addressing racial disparities and health inequities in the community.

Who is it for? Hartford-area men at risk of prostate cancer with an emphasis on reaching African-American men.

Why do they do it? Approximately 33,700 men die annually from prostate cancer. The death rate is 2.5 times higher for African-American men than for Caucasian men.

Impact: Since 2010, the CDRMHI has held more than 60 community events educating thousands of men and women. More than 800 men have been screened for prostate cancer; 26 were diagnosed with prostate cancer and have been treated with radiation, hormone therapy, or surgery.

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◆ Sarah Bush Lincoln Health Center – Mattoon, Illinois

Program: Sarah Bush Lincoln Dental Services

What is it? Sarah Bush Lincoln Dental Services provides a dental home for children and women whose dental health needs would otherwise go untreated. Services are coordinated by dentists to establish and maintain dental health for patients. The dental program is a collaborative effort between

Sarah Bush Lincoln Health System, Lake Land College Dental Hygiene Program and volunteer dentists.

Who is it for? Children ages 10 months to 18 years who receive benefits through AllKids or Medicaid insurance; mothers with dependent children who qualify for Medicaid or WIC and have no other private dental insurance.

Why do they do it? A 1999 community health-planning exercise revealed oral health for low-income children as a need. Teachers relayed how difficult it was for children to learn when they are suffering from tooth pain.

Impact: When fully operational, the program annually reaches more than 3,000 unduplicated persons and more than 6,000 encounters to deliver oral health care. Oral health education efforts reach between 6,000 and 9,000 children and adults annually.

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◆ Southern Hills Medical Center – Nashville, Tennessee

Program: Wallace Road Family Clinic

What is it? Southern Hills Medical Center partnered with United Neighborhood Health Services to develop the Wallace Road Family Clinic, a program that provides convenient access to primary health services for patients who typically go unseen by a primary care physician. Appointments can be made, but walk-ins are welcome.

Who is it for? All residents of Nashville and surrounding areas, regardless of their income or insurance.

Why do they do it? The goal is to help the community better manage its health by addressing chronic conditions before they develop into life-threatening issues. This avoids costly emergency department (ED) visits and makes individuals, families and ultimately the community, healthier.

Impact: Since 2010, the Wallace Road Family Clinic has seen an average of 15 to 17 patients daily, which originate from Southern Hills Medical Center ED.

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◆ St. Elizabeth Hospital – Gonzales, Louisiana

Program: St. Elizabeth Community Clinic

What is it? In partnership with Ascension Parish Government, St. Elizabeth Hospital opened the St. Elizabeth Community Clinic in 2009 to provide acute care such as treatment for illness and preventative

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care. The Community Clinic is staffed by nurse practitioners in family medicine and overseen by a doctor specializing in family medicine. Patients pay on a sliding scale based on income.

Who is it for? Residents of Ascension Parish, 10 years and older, who are unable to access other health care clinics because they are uninsured or underinsured.

Why do they do it? The Community Clinic's goal is to provide access to basic health care for those who otherwise cannot afford it.

Impact: Since July 2009, the Community Clinic has had more than 9,000 patient visits.

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◆ Suburban Hospital – Bethesda, Maryland

Program: The MobileMed/NIH Heart Clinic at Suburban Hospital

What is it? In fall 2007, Suburban Hospital partnered with the National Heart, Lung and Blood Institute (NHLBI) and Mobile Medical Care Inc., to open the MobileMed/NIH Heart Clinic at Suburban Hospital. The Heart Clinic is the first in Montgomery County to bring together resources to create access to expert and cutting-edge cardiac evaluation, imaging and testing services for little to no fee. It is staffed one night per week by volunteer cardiologists, cardiothoracic surgeons, nurses and other providers from Suburban Hospital, the NHLBI and MobileMed.

Who is it for? Montgomery County residents without health insurance who require cardiovascular intervention.

Why do they do it? The Heart Clinic aims to address Montgomery County's leading cause of death – cardiovascular disease – and eliminate disparities in access to specialty care.

Impact: Since 2007, more than 1,700 individuals have benefited from expert cardiac care services, totaling more than 2,400 patient visits.

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◆ University of Alabama at Birmingham (UAB) Hospital – Birmingham, Alabama

Program: HIV Testing in the Emergency Department

What is it? Since August 2011, patients treated in UAB Hospital's emergency department (ED) have been screened for HIV at no cost. The Centers for Disease Control and Prevention is providing \$1.6 million to UAB

through the Alabama Department of Public Health to fund the testing program through 2016.

Who is it for? All patients, ages 19 to 64, treated in UAB Hospital's ED.

Why do they do it? More than 220,000 people in the United States are infected with HIV and are unaware that they carry it.

Impact: In the program's first year, 20,000 tests were performed and 72 cases of HIV infection were diagnosed. All patients with positive results received post-test counseling in the ED and were referred to the 1917 Clinic, UAB's home for HIV/AIDS care and treatment.

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◆ University of Mississippi Medical Center (UMMC) – Jackson, Mississippi

Program: TelEmergency Program

What is it? In 2003, UMMC developed the TelEmergency program, which provides emergency care support to rural critical access hospitals in Mississippi. Using existing technology and training, UMMC facilitates the training and placement of specially trained nurse practitioners in rural emergency departments (EDs), who work under direct clinical supervision by emergency staff at UMMC via a telemedicine video link – TelEmergency.

Who is it for? Patients at rural critical access hospitals in Mississippi.

Why do they do it? Small hospitals in rural areas often have trouble recruiting and retaining physicians to staff EDs.

Impact: Since its inception, TelEmergency has grown to include 15 sites, providing improved emergency medical services and health care through telemedicine technology. To date, UMMC has reached out to more than 80,000 patients in rural Mississippi with this unique program.

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◆ West Tennessee Healthcare – Jackson, Tennessee

Program: Heartaware

What is it? Available online and at events throughout the year, Heartaware is a free cardiovascular disease assessment test and report. If individuals are over 35 and test positive for two or more risk factors, they receive free blood work, as well as a free one-on-one RN visit to learn their specific risks, cholesterol numbers, diet and exercise recommendations and other ways to reduce as many risk factors as possible.

Who is it for? All rural West Tennessee adults.

Why do they do it? Cardiovascular disease is the leading cause of death for Tennesseans; the state ranks ninth in obesity rates. Diabetes rates are also higher than the national average.

Impact: Since Heartaware began in 2009; West Tennessee Health has added Strokeaware, Vascularaware, Canceraware, Sleepaware, Spineaware and Diabetesaware. More than 16,000 people have had free assessments and roughly 2,300 people have had follow-up free blood work and RN teaching sessions.

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◆ Woman's Hospital – Baton Rouge, Louisiana

Program: Woman's Hospital Mother-to-Child HIV Transmission Prevention Program

What is it? For nearly a decade, this program has fought to stop the spread of HIV to infants during childbirth. Provided at no cost to the patient, the program features specially trained nurses who care for HIV-positive mothers-to-be by scheduling appointments, managing medications and promoting safe sex. Once the infants are born, Woman's places them on anti-retroviral medication for six weeks. This is the only hospital-based, non-public program of its kind in Louisiana.

Who is it for? HIV-positive pregnant women throughout the greater Baton Rouge area.

Why do they do it? Baton Rouge has the nation's second highest incidence of new HIV cases. Without this program, up to 40 percent of HIV-infected women could pass the disease to their children.

Impact: In 2002, Woman's cared for six women; that number has steadily grown to more than 35 mothers annually. Since 2005, Woman's has not had an HIV-positive baby born in its program.

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Quality of Life

Recognizing that the role of a hospital is not simply to treat illness but to strengthen communities, the programs in this section illustrate how hospitals provide peace of mind and better tomorrows for the communities they serve by building strong families, fostering safety and creating opportunities for people to improve their lives.

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◆ Alaska Native Medical Center – Anchorage, Alaska

Program: Camp ARCTIC (ARthritis Can't Tame my Independence and Courage)

What is it? In August 2012, staff from the Alaska Native Tribal Health Consortium and Southcentral Foundation joined community partners, corporate sponsors and volunteers to host the first annual Camp ARCTIC, a free camp for Alaskan youth with juvenile idiopathic arthritis that combined education, community building and fun.

Who is it for? Alaskan youth with idiopathic arthritis and their parents.

Why do they do it? The goal is to support youth with arthritis by providing an opportunity to meet, share strategies and form friendships with others affected by similar diagnoses, creating a community that will continue beyond the camp itself.

Impact: Sixteen children and their parents participated, with the goal for more in the future. Participants can stay connected post-camp through activities on the Camp ARCTIC website (www.camparctic.org) and various social media outlets.

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◆ Antelope Memorial Hospital (AMH) – Neligh, Nebraska

Program: Shadowing Program

What is it? For more than 20 years, AMH has had student nurses come from a number of colleges of nursing as part of their clinical training. The student nurses shadow AMH nursing personnel and receive hands-on experience. AMH also provides clinical training for medical students and physician assistants as part of their rural rotation through programs with the University of Nebraska Medical Center and Union College. In addition, AMH has had a shadowing program for local high school students who are considering a medical career.

Who is it for? Nebraska college students in clinical training and local high school students.

Why do they do it? The goal is to keep youth interested in medical careers in rural communities once they graduate versus having them migrating to the cities to work.

Impact: Many students trained at AMH apply for jobs at AMH following graduation. It allows AMH to have direct experiences with applicants prior to hiring them and to fill vacancies from a bigger pool of candidates.

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◆ Arkansas Children's Hospital – Little Rock, Arkansas

Program: Central Little Rock Promise Neighborhood (CLRPN)

What is it? Modeled after the Harlem Children's Zone, the CLRPN promises to take steps to ensure that children from targeted low-income neighborhoods in Little Rock have happy, healthy and productive childhoods. Working with other partners, Arkansas Children's Hospital (ACH) is helping to organize programs and services needed to fulfill this promise to the community. CLRPN has identified 10 focus areas considered key to keeping the promise and has formed "Promise Groups" to act on these areas.

Who is it for? Children who live in the area surrounding the ACH campus and stretching west and south to include seven census tracts.

Why do they do it? The chief goal is to help these children navigate the road from cradle to career successfully.

Impact: The partnership is just taking flight, but there will be both immediate and long-term results, from ensuring that children feel safe in their schools to having kindergarten-readiness benchmarks and better high school graduation rates.

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◆ Brooks Rehabilitation Hospital – Jacksonville, Florida

Program: Brooks Clubhouse

What is it? Brooks Clubhouse is a full-time day program that provides for the long-term recovery needs of individuals who have suffered from an acquired neurological injury. The Clubhouse helps individuals regain social, physical, cognitive and vocational abilities. Not only do members participate in activities, but they have the opportunity to manage Clubhouse operations, helping them re-establish themselves in the community and return to work.

Who is it for? Any adult, age 16 or older, who would benefit from activities to enhance social, physical, cognitive and vocational outcomes following an acquired brain injury (private pay and sliding-fee scale available).

Why do they do it? The Brain Injury Association of America estimates that 95 percent of all people who experience a disability following brain injury fail to receive the long-term services and support needed.

Impact: Brooks Clubhouse currently has 50 active members. It opened with 12 members in October 2008 and has served more than 130 members, ages 17 to 80, since opening.



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◆ **Buena Vista Regional Medical Center – Storm Lake, Iowa**

Program: Young at Heart

What is it? Young at Heart is a free health information club, offering health education, motivation and wellness services. Benefits and opportunities include monthly education sessions with health care professionals, a 30-minute nutrition consultation, blood pressure checks, glucose testing, colorectal screening kit, body composition test, PSA test, cognitive testing, notary public service and fitness and health center discounts.

Who is it for? Area residents 55 years of age and older.

Why do they do it? Buena Vista leaders feel that it is their responsibility to promote healthy lifestyles and assist citizens in making good health care decisions. This also provides them an opportunity to hear direct feedback from area citizens and enhance the services they offer.

Impact: Participation in monthly events ranges from 60 to 100 people. Many of these participants also become volunteers or auxiliary members.

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◆ **Carlsbad Medical Center (CMC) – Carlsbad, New Mexico**

Program: Senior Circle

What is it? Senior Circle is a national, nonprofit organization committed to enriching the lives of older adults. A \$15 annual membership offers a generous selection of health-related discounts, activities, wellness classes, chapter and national publication subscriptions and more. CMC ensures members have access to free activities such as exercise classes, lunch-and-learn programs, office services, discounts at area shops and private room upgrades during hospital stays.

Who is it for? Adults 50 and over.

Why do they do it? The program's mission is to encourage the healthiest, most active lifestyle possible through meaningful education, wellness, health, volunteer opportunities and social activities, while providing a forum for fellowship and valuable member-only discounts and privileges.

Impact: CMC's Senior Circle currently has 350 members. The hospital has strengthened its relationship with its core patient population through its support of this program.

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◆ **Carson Tahoe Health – Carson City, Nevada**

Program: Carson Tahoe Cancer Resource Center

What is it? The Resource Center serves as an informational hub where patients and their loved ones can learn about treatment options, clinical trials and other programs provided by Carson Tahoe. Staff assists individuals with their research, either for themselves or their loved ones. Services at the Resource Center are free and available to everyone regardless of where they are being treated.

Who is it for? Cancer patients, family members, friends and caregivers.

Why do they do it? Nevada has one of the highest cancer rates per capita in the United States. The goal is to help visitors make informed decisions about all cancer-related matters – through education, awareness and support.

Impact: The Resource Center empowers people with educational resources, research tools, financial guidance and peer groups.

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◆ **Catawba Valley Medical Center – Hickory, North Carolina**

Program: Healthy House

What is it? Since 2008, Healthy House has been teaching a holistic model of healthy living through observational and participatory learning in a teaching kitchen, activity rooms, outdoor court and sustainable garden.

Who is it for? Socioeconomically disadvantaged children at risk for obesity in Catawba County and surrounding areas.

Why do they do it? The program's goal is that modeling conscious, healthy lifestyle choices in a real-life setting will translate into healthy behaviors in the home and community.

Impact: After year two, 47 percent of participants had maintained or decreased their BMI, 98 percent improved endurance and 67 percent improved flexibility. Participants eat more fruits and vegetables and engage in less screen time. Approximately 900

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children have been through the program – which is also the model for the new “Healthy Hospital” employee wellness initiative.

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◆ Coffeyville Regional Medical Center (CRMC) – Coffeyville, Kansas

Program: Arthritis Foundation Exercise Program

What is it? The Arthritis Foundation Exercise Program is a free, biweekly, one-hour class designed to help individuals with arthritis. Classes include low-impact exercises, both seated and standing. An activity such as beach volleyball, parachute, basketball toss or box step dancing also is included. A five-minute educational segment on arthritis follows, concluding with a five-minute relaxation activity. For participants interested in improving their balance, a 10-minute tai chi program is offered after the main class.

Who is it for? Individuals with any form of arthritis.

Why do they do it? More than 497,000 Kansas residents are physician-diagnosed with arthritis. Montgomery County was recognized by CRMC and the Arthritis Foundation as being underserved for their programs.

Impact: The program serves 12 to 20 participants each week. More than 100 participants have been educated on the benefits of exercise and the appropriate exercises for persons with arthritis.

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◆ Day Kimball Hospital – Putnam, Connecticut

Program: Books for Babies

What is it? Each of the approximately 550 babies born annually at Day Kimball Hospital goes home with a new children’s book, thanks to a Books for Babies partnership between the hospital and the nonprofit organization Read to Grow. As part of the program, maternity unit nurses talk to parents about early brain and literacy development and the importance of reading aloud to their babies. Parents of the newborns also receive a welcome packet that includes a literacy guide and a new book, “Welcome to the World.” Newborns also may receive a new book every three months for the first year.

Who is it for? Babies born at Day Kimball Hospital’s Burdick Family Birthing Center, as well as their parents. Siblings also can receive free books through Read to Grow.

Why do they do it? The goal is to foster children’s language and early literacy development, and to encourage reading aloud to babies from birth.

Impact: Since the program’s implementation, 375 newborns and their families have received Read to Grow packets.

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◆ LRGHealthcare – Laconia, New Hampshire

Program: Better Choices, Better Health Workshop

What is it? LRGHealthcare’s Better Choices, Better Health Workshop teaches participants how to manage their chronic disease/symptoms. Those attending the free workshops apply skills for living a full, healthy life with a chronic condition, learn to set weekly goals and develop a practical step-by-step plan for improving health and quality of life. Workshop leaders guide participants through this proven national program developed by the Stanford University School of Medicine. The workshop consists of six weekly two-hour sessions at locations throughout the LRGHealthcare service area.

Who is it for? Area residents living with a chronic health condition and/or their caregivers.

Why do they do it? Nearly one out of every two adults has at least one chronic disease.

Impact: In the past two years, approximately 100 participants have taken part in 12 six-week sessions. Six months after workshop completion, more adults were stretching and using strength training as exercise. Also, the percentage of participants who walked for exercise more than three hours per week tripled.

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◆ Mahnom Health Center (MHC) – Mahnom, Minnesota

Program: Health Occupation Class

What is it? Using grant funding, MHC collaborated with Mahnom High School to develop and offer a health occupation class. Each year, students are able to meet the Minnesota Health Standards curriculum mandated by the state. The hospital provides not only job shadowing, but videoconferencing to a large health system’s managers and specialists. From the speakers, students learn about college classes for a chosen field, challenges and accomplishments, job satisfaction as well as average salaries and benefits.



Who is it for? Mahanomen High School students.

Why do they do it? In 2005, the high school had the highest dropout ranking in the state. Mahanomen Health Center felt that was unacceptable and wanted to help. Youth visits to the emergency department demonstrated emotional issues of living in the state's poorest county.

Impact: Forty percent of the students have gone immediately from graduation into secondary education in a health-related field. Research of the first class of 2005 shows that 90 percent are now in a health-related career.

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◆ Piedmont Atlanta and Piedmont Fayette Hospitals – Atlanta and Fayetteville, Georgia

Program: Sixty Plus Older Adult Services

What is it? The complimentary Sixty Plus program offers several services, including an Aging Information Helpline, a dementia support program, caregiver support groups and education as well as resource connections. Sixty Plus also employs licensed clinical social workers who specialize in geriatrics to provide home visits or consultations.

Who is it for? Older adult patients and their caregivers.

Why do they do it? Each unique service offered by Sixty Plus exemplifies the program goal of helping older patients lead healthy lifestyles, maximize independence, promote safety and experience a satisfying quality of life.

Impact: Piedmont Atlanta Hospital initiated the Sixty Plus program in 1987. In 2011, Piedmont Fayette Hospital established the program. Together, the two programs provide services, support and information to more than 3,000 participants a year.

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◆ Presbyterian Healthcare Services – Albuquerque, New Mexico

Program: Hospital at Home

What is it? Developed at Johns Hopkins, the model includes daily doctor visits and frequent nursing visits, allowing very sick patients to receive hospital-level acute care at home. The program also includes video monitoring; rehabilitation therapists and social workers; and infusions, mobile diagnostics, oxygen and more.

Who is it for? Patients with nine common acute care diagnoses who are sick enough to be admitted to the hospital but do not require intensive care.

Why do they do it? Hospital at Home provides comparable outcomes, higher satisfaction, and lower costs than a traditional inpatient setting.

Impact: Of patients offered the “at home” option, 61 percent accepted. The cost per episode is \$1,000 to \$2,000 less than the same care delivered in the hospital.

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◆ ProMedica Defiance Regional Hospital – Defiance, Ohio

Program: Kaitlyn's Cottage

What is it? Kaitlyn's Cottage is a safe and nurturing country cottage getaway, located on the hospital campus, designed to provide short-term and overnight respite for individuals with cognitive and physical disabilities, as well as classes and activities for their families and caregivers.

Who is it for? Primarily individuals ages 16 to 40 with a range of neurodevelopmental conditions, including autism, cerebral palsy, Rett Syndrome and Down Syndrome.

Why do they do it? Families with special needs children and young adults need a trusted place to provide care for their loved one while they run errands, go shopping, take a vacation or just get some important private time.

Impact: Since opening its doors in mid-June 2012, the cottage has held 10 to 12 outreach events each week, with 10 to 20 weekly client visitors – and that number is growing.

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◆ Saint Louis University Hospital – St. Louis, Missouri

Program: Grand Vision Cancer Information Center (GVCIC)

What is it? The GVCIC provides supportive and educational services to help people gain knowledge on preventing cancer and dealing with the diagnosis, treatments and side effects of the disease. Staffed by two registered nurses, the GVCIC offers a wide variety of programs, classes and events, such as a melanoma education and support group, Meet the Expert lecture series and Survivors' Day.

Quality of Life

Who is it for? Patients and families affected by a diagnosis of cancer.

Why do they do it? Hospital leaders view the GVCIC as part of providing excellent, comprehensive cancer care.

Impact: In 2011, approximately 46,000 patients and families were served through the GVCIC and community outreach, with more than 440 people attending support groups or the lecture series. In addition, more than 7,400 cancer and other health screenings were performed.

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◆ Sanford Health – Bismarck, North Dakota

Program: Great American Bike Race (GABR)

What is it? GABR, which began in 1997, is a stationary bike race.

Who is it for? The event raises money for families of children affected by cerebral palsy and related disabilities who live in designated areas of South Dakota, Montana, and North Dakota.

Why do they do it? GABR-generated dollars pay for medical services and purchase adaptive equipment, such as wheelchairs, communication devices and tricycles.

Impact: The race has grown from a modest fundraiser involving 10 to 15 teams to a regional, community-building event in 2012 with 1,251 riders on 106 bikes pedaling a combined 7,970.3 miles. Additionally, three teams of 12 people rocked in rocking chairs and raised \$4,768. The 2012 GABR raised a record-breaking \$340,000, making the total raised since the race began more than \$1.8 million.

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◆ South Peninsula Hospital – Homer, Alaska

Program: Hospital Gallery

What is it? South Peninsula is partnering with the Homer Council on the Arts (HCOA) and South Peninsula Hospital Foundation to host a Hospital Gallery. The Gallery consists of a rotating exhibit of art from the HCOA gallery exhibit program, which is open to local, visiting and emerging community artists. After exhibiting in HCOA's gallery, chosen work rotates to the hospital for display in the hallway on the upper level. New artwork is rotated into the Hospital Gallery every one to two months.

Who is it for? Hospital patients, visitors and employees.

Why do they do it? The Hospital Gallery program is just one more way of bringing “community” into the hospital while providing a free venue to showcase local art.

Impact: Viewers are enjoying the gallery; it connects buyers to artists and provides a respite for hospital patients.

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◆ St. Charles Health System – Bend, Oregon

Program: Behavioral Health Consultant (BHC) Project

What is it? The BHC project embeds psychologists trained in integrated primary care directly into clinics throughout the region. These providers work with the primary care provider to address mental and emotional issues that can affect a patient's ability to comply with their health care plan.

Who is it for? High-risk, high-needs patients with one or more chronic health issues (chronic pain, diabetes, etc.).

Why do they do it? As part of the care team for the primary health conditions, BHC providers are changing the way clinics provide care overall.

Impact: Approximately 3,500 patients have been served within the past 24 months. Working with regional emergency departments (EDs), these providers helped reduce ED usage in high-utilizing populations by more than 50 percent in one year.

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◆ St. Mary's Hospital – Madison, Wisconsin

Program: Dean & St. Mary's Neighborhood Asthma Clinic

What is it? The clinic helps break down barriers to access for asthma care by providing quality screening, diagnosis, education and treatment, including free medication.

Who is it for? Primarily low-income and uninsured residents who may not otherwise receive medical treatment for their asthma, or who only seek care in a crisis.

Why do they do it? In the hospital's community health needs assessment, asthma was identified as one of the top issues in the county, where hospitalizations from asthma are higher than average and 17.3 percent of youth grades 7 through 12 have asthma.

Impact: In 2011, the clinic served 811 patients, 94 percent of whom had no insurance. In outcomes



surveys, a vast majority of repeat patients report that their asthma has improved or stayed the same since their last visit.

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◆ **St. Vincent Infirmiry Medical Center – Little Rock, Arkansas**

Program: Forest Heights Middle School “Partners in Education”

What is it? Partners in Education is a three-pronged initiative aimed at influencing positive choices. Conducted in partnership with Forest Heights Middle School leaders, the initiative comprises tutoring and mentoring via one-on-one relationships between a student and volunteer. The volunteers are St. Vincent employees. Project OK, a quasi-social work program, places a police officer in the school to have positive interaction with students. St. Vincent pays the salary of the officer. St. Vincent also partners with the University of Arkansas at Little Rock dance program to provide dance instruction for students to promote physical exercise and talent development.

Who is it for? Students at Forest Heights Middle School.

Why do they do it? St. Vincent wanted to play a lead role in reducing youth violence in the community. Forest Heights has a large population of at-risk students.

Impact: Participating students have shown improved academic scores and attendance, as well as health and self-esteem.

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◆ **Virginia Mason Medical Center – Seattle, Washington**

Program: Intensive Outpatient Care Program (IOCP)

What is it? Virginia Mason launched its IOCP in 2007 to substantially reduce total spending for Boeing’s employees and their adult dependents with the highest health care costs. By coordinating care for these patients – including proactive outreach, education in self-management of chronic conditions and direct involvement of specialists in primary care – the IOCP achieved better health outcomes and increased satisfaction at a lower cost.

Who is it for? Patients with chronic and complex conditions.

Why do they do it? Care for these patients is typically uncoordinated, which often results in costly, frequent and less effective services.

Impact: The pilot achieved positive results in patients’ health, functional status and satisfaction with care. It also helped reduce costs by more than 30 percent, primarily by decreasing hospital admissions and emergency visits.

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◆ **The Westerly Hospital – Westerly, Rhode Island**

Program: StrongWomen

What is it? StrongWomen is a six-week program that helps improve muscle strength, balance and bone density through supervised, moderate-intensity exercise for women mid-life and older. Part of the national program created by Dr. Miriam E. Nelson, the program aims to improve bone density and reduce the risk of osteoporosis. There is a minimal cost for the program.

Who is it for? Area women ages 50 or older.

Why do they do it? As women age, the risk of osteoporosis increases, especially in post-menopausal women.

Impact: The program was initiated in 2010; since then, more than 150 women have participated and returned for consecutive sessions. Fun, safe and effective, StrongWomen helps women remain strong to improve both quality of life and independence.

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If you have a program you are proud of
and want others to know about,
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