

Beaumont Hospitals 2003 Community Benefit Report

We Take Care of Everyone

The reputation of Beaumont Hospitals in Royal Oak and Troy, Michigan is far-reaching.

Industry leaders like Solucient have long recognized Beaumont as among the top hospitals in the nation. For the typical family, the name Beaumont stands for health care that exemplifies compassion and excellence.

Yet Beaumont also has an established reputation as a valued and committed community partner. Since opening its doors in 1955, Beaumont has invested time, talent, funding and other resources in thousands of community organizations – making a tangible difference in the lives of thousands of children, families and seniors across Michigan.

This is the story of how Beaumont Hospitals give back to the community in ways that can never be fully counted – and some of the people who benefit from these important community relationships.

It's the story of how we reach out to everyone in our community, and touch them in very meaningful ways.

Touching lives through community outreach

To many people, Beaumont Hospitals are a source of remarkable stories about friends and family members who benefited from a life-saving surgery or innovative medical treatment. But even with our long history of success, few realize the value Beaumont brings to the community *beyond* traditional medicine.

Our commitment to serving the community is apparent through the many awards and ongoing recognition Beaumont has received over the years. But the results are greater reflected in the personal stories of people who have been touched by Beaumont's community outreach efforts.

People like Janie, a 9-year-old with juvenile diabetes, who found help through Diabetic Youth, a free support group for children with diabetes. Last we heard, Janie is back riding her bike and playing tag with her sister. Some things will never change.

Perhaps our community dedication can be better viewed through the eyes of James and Chris, who lost an infant years ago to Sudden Infant Death Syndrome (SIDS). After their second child was born, they brought the grandparents, friends and babysitters – anyone who might care for the new baby – to Beaumont's CPR for Family and Friends class. While James and Chris hope CPR will never be needed, they feel more secure knowing everyone is prepared.

At Beaumont Hospitals, our obligation to community care is centered on commitment. We are committed to helping people in all walks of life to receive exceptional care for all of their health needs, regardless of their ability to pay. After all, true compassion knows no bounds.

Take a moment to read about some of the community endeavors, service programs and outreach efforts that are offered through Beaumont Hospitals in Royal Oak and Troy. And see how Beaumont is making a difference in lives – and lifetimes.

“Beaumont designed a program specifically for our students, to help them learn about customer relations, CPR, even proper lifting. And our students are assigned to departments where they job shadow and learn about health care careers. We really feel important to Beaumont, and cherish our relationship. It’s a great community collaboration.”

- Lori Fidler, Oak Park Business and Education Alliance

We offer wellness...

Beaumont provides access to care to all patients, regardless of their ability to pay.

Consider this: More than 44 million Americans are without health insurance. Of this, some 1.4 million Michigan men, women and children wake up every day not knowing whether they will have access to critical health services.

This is where Beaumont is making its greatest difference in the community. Every year, without fail, we provide exceptional medical care to all patients regardless of their ability to pay. In fact, we provided more than \$80 million in uncompensated care in 2003 alone.

In addition to caring for the uninsured, we also provide other beneficial programs and services that focus on health and well-being including:

- **Physician Referral and Information Service** – The first point of access for most people is a physician. Yet thousands of people across metro Detroit have no doctor. Beaumont’s free service helps patients find a doctor and refers callers to support and educational classes. Last year, we received more than 100,000 phone calls and registered more than 13, 000 callers for community health education courses.

- Parenting Program – More than 5,000 new parents every year get the help they need adjusting to parenthood, with free services that include follow-up breastfeeding calls, hospital and home visits, parental support groups and a check-up at baby's first birthday. The program also offers free classes on disciplining toddlers, first aid, financial planning and other current topics.
- The Newton Health Center – Located within Newton Elementary School in Detroit, this unique center served more than 2,500 inner-city students last year. The program provides valuable services that otherwise could not be afforded such as teeth cleaning, asthma management and eye exams. Services most of us take for granted. Because of its care, this center helped create higher academic standards for children in local underserved schools.
- Pediatric After Hours Clinics in Royal Oak and Troy - Here, parents find fast and friendly help for their children in the late hours of the night or on weekends. Many of the clinic's patients have little or no insurance, so this service ensures they receive the care they need, when they need it.
- Eating Disorders – Thousands of people have eating disorders and their lingering health effects. That's why Beaumont offers a range of educational support programs for anorexia, bulimia and adolescent eating disorders.
- Individual Family Support – New moms often need a helping hand. With this service, a Beaumont volunteer calls on moms weekly and visits in their home for up to three months after birth.
- Pastoral Care – Spirituality and faith help patients heal and recover quickly. Last year, our Pastoral Care staff paid personal visits to more than 11,000 patients and family members. Memorial services are held that bring closure when loved ones have died. The services offer support to patients and families as well as to staff that have cared for patients.
- Cancer Support– We offer dozens of support groups for people battling breast, prostate, ovarian, head and neck, and other cancers. Resource Centers at Royal Oak and Troy provide information on research, disease management and family support.
- Community referrals – We can't be all things to all people, so we also make referrals to outside agencies and services that meet specific needs, such as the MICHild program for underserved families.

Beaumont offers support groups relating to many medical conditions including cancer, heart, stroke, diabetes and eating disorders. Both hospitals also provide meeting space to community groups free of charge for support groups such as Parkinson's disease, depression, anger management, substance abuse and parenting.

Compassion is an integral part of providing health care access. For those who have difficulty paying for medical services, Beaumont develops flexible, personalized payment plans to ensure the cost of care does not become an undue burden. And our Registration employees regularly refer patients and family members to appropriate community services as well as government-funded support programs such as Medicare, Medicaid and MICHild.

Services available to everyone, even without compensation

Beaumont Hospitals are open 24 hours a day, 7 days a week, every day of the year. Yet the hospital services are not only open at all times, they are available to all people – whether or not they are able to pay for those services. Like all hospitals, Beaumont is a safety net for the uninsured and underinsured.

When a hospital provides care that is not reimbursed, this is called “uncompensated care.” Beaumont provides care for free or on a sliding scale for patients with limited financial means, as well as other uncompensated services:

- Unpaid costs of public programs (Medicare, Medicaid, etc.)
- Community programs (health education, support groups, unprofitable clinics/services, etc.)
- Unreimbursed medical education and research

Beaumont Hospitals also incurred bad debt (co-payment/co-insurance fees left unpaid by those with insurance, as well as those fees billed but not paid) of more than \$14 million.

Beaumont is not alone. In 2002, Michigan hospitals provided \$993 million in uncompensated care. The total reached \$1.2 billion when also considering health screenings, support groups, community education, donations and other community benefit programs.

Peter: A healthy approach to diabetes

When Peter paid a routine visit to his Beaumont physician, diabetes was the last thing on his mind.

At 57, he was near his ideal body weight. But he had a family history and his physical examination showed indications of glucose intolerance.

Peter's internist, Michael Williams, MD, referred him to Beaumont's Diabetes Prevention Program. Within weeks, his life was changed.

"I had prediabetes, so it was a prediagnosis," he says. "I learned that if I didn't make some changes, I was going to get diabetes. But with early intervention, I could put it off for years, maybe forever."

Armed with the knowledge gained through this free Beaumont support group, Peter changed his diet and began exercising.

"I'm thankful to Beaumont for taking the time and effort to offer this valuable class," Peter says. "I took this as a wake-up call. Now, I'm losing weight and exercising several times a week. I'm going to be one of the fortunate ones who avoids this disease."

"Information is the most important thing we have to offer our participants, so it's important to have speakers who are knowledgeable. Beaumont specialists have talked to us about nutrition, the digestive system, depression and the spiritual aspects of health care. We meet at the hospital, and our members also use the physician referral for services. It's a partnership, and it has always worked very well."

- Dave Bartczak, Royal Oak Parkinson Support Group

We offer compassion...

Beaumont is the nation's second largest provider of inpatient care for recipients of Medicare, and has created programs to meet the specific needs of at-risk populations, such as seniors, women, children and minorities.

Medicare is a federally funded program – but that doesn't mean it's fully funded. And that's a growing concern in today's economic landscape.

So where, then, does the rest of the money come from? Most times, these services are subsidized by the health care provider. Beaumont Hospitals are leading the way in this area. Consider this:

- Beaumont is the nation's second largest provider of inpatient care for recipients of Medicare
- Beaumont serves almost twice as many Medicare inpatients as the next busiest Medicare hospital in Michigan
- Beaumont is reimbursed less per Medicare recipient than many other Michigan health systems

Together, these facts help explain why Beaumont absorbs such substantial uncompensated care for Medicare and Medicaid – more than any other hospital in Michigan.

This bottom-line investment in the community is rarely seen by patients – but it makes a direct impact on seniors and their families. Medicare recipients who otherwise would not be able to afford care have access to services at Beaumont Hospitals, whether or not those services are fully covered by federal programs.

Complementing this, Beaumont also continues to create programs to meet the specific needs of at-risk populations such as seniors, women, children and minorities. Among them:

- Partnerships with assisted living and nursing homes that focus on the needs of seniors.
- Programs that address domestic violence and offer assistance with domestic abuse.
- Complete home care services, including infusion, hospice and home medical equipment, which are subsidized when Medicare funding falls short.
- Special programs for new moms identified as at-risk, such as the Single Mother Support Group that helps singles mothers with paternity and financial issues. With our free Breastfeeding Support Services, mothers learn the basics of breastfeeding and breast care in a comfortable and supportive environment. They can even gain immediate, personal access through our Breastfeeding Phone Support Services.
- Hearing impaired services and an interpreter phone line that translates more than 100 languages, to ensure minority, hearing impaired and at-risk populations have access to information and support. Also, Beaumont employees, physicians and volunteers translate for more than 20 languages.
- Transportation to our medical facilities for at-risk and underserved populations, to ensure access to Beaumont's quality care.

Beaumont also recognizes the need to provide specialized services as the community ages. Our Older Adult Services provides the Senior Resource Line, where more than 10,000 callers each year are directed to appropriate services within Beaumont or the community. Other free services include the Health Information Center, an impressive library packed with health-related books and brochures, and volunteer Medicare counseling.

Jamie: Able to enjoy life again

Jamie has traveled from joy to despair, and finally back to joy again.

“The day I learned I was pregnant with Anna was the happiest day of my life,” she says. “And when I arrived at Beaumont and gave birth to a perfectly healthy little girl, life could not have been more perfect.”

Yet at that very moment, she quickly began what she calls a “downward spiral.” Thoughts of helplessness, desperation and even suicide began to fill her mind. Jamie found herself suffering post-partum depression – at the very time she should have been enjoying life and family the most.

Then she heard about Beaumont Hospital’s Parenting Program. This free primary prevention program offers phone calls, individual visits and parenting groups to help assist first-time parents in caring for their new baby. More than 5,000 parents like Jamie benefit each year.

For Jamie, the change didn’t take long. For the first time in months, she was able to enjoy life again. “I thank God every day that I was able to live through it. I’m the only one who can fully understand how close I came to *not* living through it.”

She adds, “I credit my psychiatrist and the Parenting Program, which gave me a forum to discuss my experience with motherhood. They saved my life.”

“Beaumont is a great benefit to us, absolutely. They serve on our board, provide volunteers for different functions, and just have a great spirit about helping the community. We’re a nonprofit, and we cannot do the job without the help of volunteers. That’s what Beaumont offers. They sponsor our kids, help with events, and give in so many ways. Beaumont really has a heart for the community.”

- Mounir Sharobeem, Judson Center

We offer education ...

Beaumont is making an impact on the health status of the community by promoting education and awareness to encourage healthy living, reduce behavioral risk factors and prevent and disease.

The greatest way to fight disease is prevention. And the only way to prevent disease is through awareness.

That's why we strive to improve the health status of our community by creating awareness and education of behavioral risk factors. Beaumont offers dozens of complementary, uncompensated programs that teach individuals and families about their health in personal, comfortable settings.

Through our support groups, people are encouraged to come together and share personal stories – all while learning successful strategies for overcoming smoking, overeating and alcohol abuse. And more than 12,000 people participate in our education, screening and health promotion activities each year.

Our speakers bureau program makes available hundreds of physicians, nurses, professionals and other Beaumont representatives to schools, churches and other organizations. This helps build a healthy community while creating strong, lasting relationships. Last year, Beaumont representatives spoke at 77 engagements, reaching hundreds of people. Popular topics included spirituality, weight control, physical therapy, stress management, nutrition and disease prevention.

Our other educational and wellness programs and screenings include:

- With obesity now considered a national epidemic, Beaumont takes a proactive role in helping people maintain their weight loss. Last year, 468 people participated in nutrition and weight management programs at Beaumont; another 755 joined our fitness and wellness programs.
- Smoking cessation classes to teach our community how to kick the smoking habit – for good.
- Over Eaters Anonymous, offering a relaxed and compassionate setting where those with serious eating disorders can finally gain understanding and assistance.
- Free health information from Beaumont, a trusted source, available online for quick and easy access.
- An effective range of employee wellness programs such as lunchtime health lectures, internet health assessments, mentoring and an employee health fair – because wellness begins at home.
- An innovative Cancer Resource Center available to the entire community without fee. Last year, the center received more than 3,100 calls, assisted 6,650 patients and taught 700 middle students the risks of smoking.

Over the years, Beaumont has invested thousands of hours and millions of dollars in educational and awareness programs, because we believe a community that knows more about its health is empowered to improve it.

Karen: Discovering life after loss

Beaumont Hospice brings compassion, care and comfort to people at the end of life. Yet just as often, it is the survivors who benefit from these special services.

Karen is just one example. Now in her 30s, she was diagnosed with cancer more than a decade ago – at the same time as her mother. She survived the disease, but her mother did not, leaving Karen with feelings of guilt and shame.

Before she could resolve such intense issues, tragedy struck again when her father was diagnosed with terminal cancer. By the time she turned to Beaumont Hospice for help, Karen was struggling to work through the losses – and the pain of surviving them.

“When she came in, she was so upset that she was making herself sick,” says Grief Therapist Nicole Oaks. “She hadn’t faced her own illness or the death of her mother, and now she was going through the pain of losing her father as well. It was almost more than one person could bear.”

The Beaumont Hospice team cared for her father, and then turned their attention toward Karen. They provided grief counseling, music therapy and other support services to help her through. “She’s doing much better now,” Nicole says. “Hospice care is for both patients and their loved ones, because end-of-life issues involve everyone. Through hospice, there is help for those who struggle with such tremendous losses.”

“We have used the speakers bureau numerous times, and couldn’t be more pleased. Beaumont has provided physicians specializing in heart disorders, skin cancer and diabetes, and all have been extremely knowledgeable. If Beaumont was not available, I don’t know where we would turn for medical information we could trust.”

- Joan Burcar, St. Anastasia Seniors

We offer involvement ...

Beaumont employees, physicians and volunteers actively build relationships that help create a healthier community.

At the end of the day, great health care comes down to one specific entity. People.

Medicine, technology and research certainly have their place, but if you don’t have compassionate people, the mission will never be accomplished.

This is evident with Beaumont employees like Barb Coslow, R.N., who was honored as “Nurse of the Year” by the *Detroit News* and *Detroit Free Press* after she established a free health clinic for the working poor. And Ann Forde, RN and Nightingale honoree known for her diabetes education and volunteer efforts in a Detroit health clinic. But Barb and Ann are not unlike other Beaumont employees. Our physicians, nurses, receptionists, technicians and other professionals have all helped earn Beaumont its great reputation. And it’s no surprise that these same people build valuable relationships to create a healthier community by lending their expertise.

Many community organizations have benefited from Beaumont’s support over the years, both in terms of funding support and expert assistance. Beaumont partners with the Royal Oak Schools, the Troy Community Coalition, Boys and Girls Clubs, Newton Schools, Royal Oak Youth Assistance and Judson Center, among many others.

Beaumont employees and physicians also get personally involved, serving on the Boards of groups such as area Chambers of Commerce, the American Heart Association, American Cancer Society, community groups, civic organizations and school boards.

For example, Beaumont is a co-sponsor every year of the American Heart Walk. In 2003, Beaumont Troy Senior Vice President and Hospital Director Gene Michalski was chairman of the Detroit walk. More than 1,500 employees and family members joined in, raising over \$125,000 to benefit heart research and support services in our community.

The impact of such relationships can be quantified and documented including:

- demonstrated higher academic standards because of the Newton Health Center
- reduced child abuse because of parental support programs
- lower infant mortality because of childbirth classes
- improved quality of life because of programs and services for our aging populations
- reduced smoking and drug abuse rates in our communities

Beaumont also sponsors community events financially, contributing more than \$500,000 in gifts in 2003.

Kevin: Learning lessons at home

Kevin learned the lesson of a lifetime from The Troy Community Coalition, one of many community groups supported by Beaumont Hospitals.

The coalition provides education and information to help prevent substance abuse. Among its membership are representatives of churches, schools, government, police and hospitals.

As a teen, Kevin joined the Troy Community Coalition's Youth Leadership Academy, called Teens Taking Action. Today, as a sophomore at Wayne State University, he credits the coalition for much of his college success.

"I don't need to drink or use drugs to have a good time, and I learned that through the Teens Taking Action program," he says. "Drugs only lead to destruction."

He admits it hasn't been easy. "I get faced with the temptation sometimes at college, but I've chosen not to use them. I've learned to make good decisions for myself."

And he's learned how to choose life over drugs, thanks to the work of the Troy Community Coalition.

We offer value ...

Like all hospitals, Beaumont contributes to the tax base of the community through payroll and other tax. Beaumont also makes a significant positive impact on the economic status of Southeastern Michigan through purchased services and by creating jobs. In addition, our employees benefit the local economy.

You might be surprised to learn how Beaumont has impacted our local economy.

Beaumont Hospitals have created thousands of jobs. In fact, we are the second largest employer in Oakland County with 11,408 full-time employees.

Wages and salaries paid by hospitals are subject to federal, state and local payroll taxes. In 2003, Beaumont's payroll and benefits were \$788 million. This goes to support the local economy and to fund basic community services.

Inside our doors, you'll discover employees with an impressive range of skills and educational backgrounds. Along with our medical experts, we also rely on employees with expertise in finance, social work, computer technology, purchasing, retail, transportation, food service, housekeeping, even groundskeeping – all needed to carry out the varied needs of our community.

Our employees create a "ripple effect" on the local economy by making purchases in their personal lives that further benefit the community – including homes, groceries, autos, clothing and entertainment. Their tax dollars support local schools and generate jobs in their local communities. And hundreds of small groups and coalitions benefit from their personal volunteerism.

Through our comprehensive services, Beaumont also has indirectly created thousands of jobs in the local market. We purchase medicine, food, utilities, hospital uniforms, equipment and other critical services and supplies, creating revenue and jobs for other businesses. Our purchases have a significant economic impact on the southeast Michigan region that is difficult to measure but impossible to overlook.

Like most hospitals, Beaumont also continues to be a stable source of employment. Health care providers tend to remain strong in an economic downturn and become even more vital to a community in uncertain times. This is often an attractive incentive for retaining employees.

What else have Beaumont Hospitals done to promote value in our community? Here is only a quick glance:

- Our volunteers have given more than two million hours of service, impacting not only the hospitals but the communities we serve. Even more important, volunteering at Beaumont offers young people credible work experience while giving seniors and others a valuable opportunity to serve others.
- Our Nutritional Services Departments screen 13,000 inpatients each year for nutrition risk factors. Many of these are at-risk patients who otherwise would receive no nutritional intervention or education.
- Because education is the key to community benefit, we make hundreds of loans available to our employees annually for continuing education. These same individuals often use the knowledge they acquire to benefit community groups outside our walls.
- The Beaumont University is a unique educational outreach effort, cultivating employees and managers, and offering English as a Second Language (ESL) courses.
- We created the “Look Better, Feel Better” program to help cancer patients use cosmetics to look better and feel more confident.
- Our Child Education classes help expectant mothers learn about the physical and emotional changes that occur with pregnancy as well as child safety, discipline and accident prevention.
- Each year, we give hundreds of high schools students on-the-job experience in medical and ancillary areas.
- Our medical libraries support community education by providing thousands of informational documents to patients and their families every year, at no cost.

Quality is key to our ability to serve the community effectively, and Beaumont is honored to have received many awards in recognition of our excellence. Among recent honors:

- Beaumont, Royal Oak ranked in 10 categories in the prestigious *U.S. News & World Report* “Best Hospitals” lists, while Beaumont, Troy was listed in the neurology/neurosurgery specialty.
- Beaumont, Troy and Beaumont, Royal Oak named among the nation’s 100 top hospitals for high-quality care and efficiency by Solucient.
- Beaumont Hospitals honored with American Hospital Association 2003 “Quest for Quality” award for leadership and innovation in quality and patient safety.
- Beaumont, Royal Oak given Magnet Recognition (the first in Michigan) for nursing excellence by the American Nurses Credentialing Center Magnet Recognition Program.
- “Best Place to Work” finalist by Crain’s Detroit Business.

A mission for life

Physician Assistant Chris Stramecky was touring Cambodia six years ago when he realized there should be more to his visit than just sight-seeing.

“I started going as a tourist, but you look around and feel guilty, realizing there are things you can do to help,” he recalls. “So now I go back and contribute. If you have something to offer, you should.”

Chris is one of hundreds of Beaumont employees who regularly volunteer in medical clinics, soup kitchens, homeless shelters and medical missions. He recently completed his third trip to Cambodia.

“Our focus is on teaching the local practitioners how to suture, cast and care for wounds,” he says. “We try to leave them more prepared and more skilled than when we arrived.”

He also sees patients, and recalls one man with a forearm fracture. “With this wound in America, you might stay overnight in the hospital and then go home. Because he doesn’t have access to the proper surgical facilities, he was starting what would become four to five weeks in traction. It was devastating to him and his family.”

He’s not the only physician assistant in the Beaumont, Troy Emergency Room to make medical missions. Julie Malacuskay has spent up to six months in Africa, and Angie Kilt has made trips to Ecuador, Guatemala and Peru. Emergency Care Services Chief William Anderson, MD, has volunteered numerous times with Mercy International.

“We’re not unusual,” says Dr. Anderson. “All throughout Beaumont, you’ll find physicians and employees who give their time and expertise outside our walls. Beaumont touches people around the world.”

We offer commitment ...

How does a hospital truly impact its community? Beaumont Hospitals have become a national example of how a solid commitment to community can truly change lives by providing access to care for everyone. Special programs for at-risk groups. Education. Awareness. Personal involvement.

Beaumont Hospitals will always be more than a health care provider. Our foundation remains a focus on collaboration, as we develop lasting partnerships and relationships that offer tangible benefit to our community.

It’s all about understanding the needs of those you serve – and understanding how to bring them value. Because for Beaumont Hospitals, every life we touch makes a difference.