

Beaumont Community Benefit Report 2004

A HEART FOR THE COMMUNITY

The heart of Beaumont's mission as a not-for-profit charitable organization is our desire to meet the health care needs of all the communities we serve.

That's because fifty years ago, an army of 2,600 volunteers from 16 communities took to the streets to raise funds to open the doors of Beaumont Hospital. This unprecedented display of support has not been forgotten. While Beaumont has grown to become a nationally recognized hospital, our success lies in an unwavering commitment to care for our diverse community – regardless of need or ability to pay.

This zealous sense of purpose led Beaumont to provide millions of dollars in community benefit services in 2004, including charitable care, subsidized hospital programs and services, community health education, support groups and other quality programs.

Through these diverse initiatives, Beaumont is proving every day its role as health care leader and advocate, reaching into the community to serve people who otherwise could not afford this care.

NONBILLED/REDUCED FEE CLINICS

Physician Outreach

Beaumont also serves the community by helping to ensure adequate physician care is available to as many people as possible. To this end, the Beaumont Medical Staff Development Program places employed physicians in strategic geographic locations based on community need and our ability to provide services. Physicians placed within this program are employed through various means including the Mentor Model (Outreach), Transitional Model (Outreach) and the Conversion Model.

The program is a win for the communities we serve. We work to employ (for 2-3 years) and place qualified physicians following their graduation from our residency program into specific targeted areas that are lacking primary care presence. Because these are new physicians in mostly new communities, it takes time for them to build a viable practice, resulting in a significant financial loss to Beaumont during the employment period of these physicians. The community, however, gains a physician trained with Beaumont's "community-focus" style of service.

One example is the placement of Dr. David Calton in a new Washington Township office at the beginning of 2005. While he was not required to accept Medicaid patients, he chose to do so in order to ensure that he was available to those in the community that did not have access to quality health care services.

Beaumont Cancer Centers

The Wilson Cancer Resource Center and Rose Cancer Center provide a variety of services to patients and families throughout our community. These services include phone support, transportation for cancer patients to radiation oncology treatment appointments, nutritional counseling, psychosocial counseling for adjustment to illness, walk-in counseling, support group facilitation for education and Reiki therapy. The Celebration of Life Picnic for cancer survivors drew more than 850 attendees.

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.

Breastfeeding Clinics at Royal Oak and Troy

These essential clinics provide free services to inpatient obstetrics patients, including education, information, support and supplies.

Speech Pediatrics

This department provides parenting talks to give new parents information they need on the basic development of child speech and language, play skills and warning signs for delays. Beaumont has developed a special partnership with The Lions Club to offer this service, another example of our efforts to collaborate with and support other community groups.

Ministrelli Women's Heart Center

Almost one out of every two women will die of heart disease, and many of these women are medically underserved in our community. The Ministrelli Women's Heart Center was created with the tremendous support of private funds to become the first center in Michigan dedicated to the detection, prevention and treatment of heart disease in women.

Services include on-site diagnostic capabilities, a nurse practitioner, dietician and exercise physiologist, all available to women of all means – and all stations in life.

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.

A VARIETY OF PROGRAMS MEETING A VARIETY OF COMMUNITY NEEDS

In a general way, Beaumont improves the level of health within our surrounding communities by providing consistent, quality care. Yet more specifically, Beaumont also has invested heavily in a wide variety of initiatives aimed at the uninsured and underinsured.

Older Adult Services

Seniors are a growing under-served population, particularly in our service area. Our Older Adult Services programs offer several essential, free services to this group:

Referral and Health Information Center – Our telephone hotline answers questions from seniors, family members and professionals regarding hospital and community resources, financial and insurance issues and caregiving concerns. The Center offers free brochures and the use of reference books plus the assistance of a social worker for elder care issues. Mailings are sent to one-third of all callers/visitors.

Advantage 55 – Among the services provided by this free senior benefits program are free parking tokens and ScriptSave, a prescription discount program that filled more than 3,000 prescriptions in 2004.

Guardian Personal Emergency Alert System – This subsidized program allows those with limited incomes to rent the personal emergency alert system at a discounted rate. This enables seniors to remain in their own home longer and provides relief to caregivers.

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.

Educational Classes

One of the most tangible ways in which a hospital impacts its community is through education. By teaching, instructing, demonstrating and influencing the health habits of people of all ages, a hospital can significantly improve the health status within its service area.

Realizing this, Beaumont has made a substantial investment in educational programs. While many classes charge a nominal fee, this fee is waived for anyone unable to pay. Among these classes:

- CPR for Family and Friends
- Childbirth Education Refresher/Vaginal Birth After Cesarean
- Gestational Diabetes Outpatient Education Program
- ABCs of Emergency (for children)
- As Your Baby Grows Series (for new parents)
- Big Brother – Big Sister Program (for new siblings)
- For Dads Only: A Class for New Fathers
- Parenting the Young Child
- Diabetes Camp/Kool Kids (for children with diabetes ages 6-11)
- Mature Driving Course (for older adults)
- H.E.A.L.T.H.Y Family (Healthful Eating and Activity Level To Help Your Family)

Support Groups

To better serve its community, Beaumont has partnered with groups across the area to offer support groups on dozens of topics. Some support groups are developed by Beaumont; for others, we provide meeting space to outside groups. In all cases, members of the public are able to participate at no charge to them.

One example is the Bereaved Parents Support Group. During a difficult time of loss, Beaumont has created this support group for parents who have lost an infant during pregnancy. The impact on the community of groups like this is immeasurable.

Other groups include:

- Breast Cancer Support Group
- Man-to-Man Prostate Cancer Support Group
- One-to-One Ovarian Cancer Support Group
- In Sickness and in Health (for caregivers with an ill or disabled family member)
- Diabetes Support Group
- Eating Disorders Support Group
- Cane and Able (stroke recovery support group)
- Helping Hearts (for those with heart disease, and family members)
- Breathers Club (for adults with chronic lung diseases)

- Parkinson’s Disease Support Group
- Teen Stuttering Support Group

COMMUNITY CARE

Recognizing critical needs that need assistance, Beaumont has taken a direct role in improving the community through efforts such as Diversity and Domestic Violence. These are just two examples of how Beaumont is providing tremendous added benefit to its service to the community.

Diversity

Michigan – and in particular, southeast Michigan – boasts one of the most diverse populations in America. The African-American, Hispanic and Asian populations continue to grow in strength, while our region comprises the world’s largest Arabic community outside of the Middle East. Beaumont strives to serve all of these cultures.

We are committed to offering a welcoming, inclusive and productive environment that values the talent and contributions of all people. This past year, in fact, Beaumont created the position of Director of Diversity to lead and maintain the focus on our diversity initiatives.

Among these efforts was a confirmation of Beaumont’s diversity mission: To value the uniqueness of all individuals and embrace differences, creating an inclusive welcoming environment where patients, employees and the greater community are cared for and valued according to their needs.

Among our key goals is to continue developing diversity within the Beaumont workforce at all levels of the organization, to reflect the diversity of the community we serve. Such efforts are seeing tremendous success. Over the past 14 years, the hiring of African American employees has more than doubled from 4.5% to 10.7%. Hiring of all minorities has increased from 9% to 17.5%.

Through our vendor diversity initiative, we continue to build relationships with vendors, suppliers and service organizations owned and operated by women and minorities, ultimately increasing our level of diverse vendor contracts. In fact, dollars spent with minority and women-owned business increased by an amazing \$8.8 million from 2003 to 2004.

Beaumont has sponsored and/or participated in many significant educational and community diversity events and activities over the past year. Among them are The National Conference for Community and Justice (NCCJ) “Walk As One” Walk-A-Thon; NCCJ Leveraging Diversity Conference; Rosa Parks Scholarship Foundation; YMCA Minority Achievers Awards Luncheon; Arab American Nurses Association Conference; Oakland County Employment Diversity Council’s Diversity Job Fair; New Detroit Coalition “Closing The Gap” Awards Dinner; YMCA Minority Achievers Teen Community Youth Program; NTouch Culture Awards; Southern Oakland County NAACP; Oak Park High School Internship; “Keeper of the Dream” Scholarship at Oakland University; Oak Park Business and Education Alliance; and Race Relations and Diversity Taskforce.

Beaumont believes education is critical to providing culturally competent health care that reflects the community served, and so all newly hired Beaumont employees receive cultural sensitivity training in new hire orientation. A Beaumont cultural diversity handbook and other resource guides are distributed to direct care providers for assistance in meeting patient cultural needs.

New hospital Residents receive a four-part diversity education course during orientation to Beaumont. The Diversity Education Committee and the Patient Rights Committee focus on translation/interpretation

services, community outreach, cultural education, clinical outcomes and end of life care. Our Beaumont University participates in diversity councils and committees to integrate diversity and cultural sensitivity into internal education courses. Other initiatives include translation and interpretation of patient education materials, TDD for hearing impaired and an employee translation line – all provided at no cost to our community.

Moreover, Beaumont has donated a portion of its webpage to diversity, with links to the Diversity Annual Report, Diversity Calendar and Diversity Council/Committee members. All Beaumont publications are sensitive to diversity as well, and events such as “Unity Week” continue to keep diversity at the forefront of all our staff.

Domestic Violence

Each year in the United States, about four million women and 200,000 men are victims of domestic violence. In Michigan alone, a woman is killed every five days by her partner or former partner.

In its emergency rooms and physician offices, Beaumont physicians and staff witness the impact of this domestic violence. That’s why Beaumont has partnered with community organizations to increase education and reach out to victims in the areas we serve – all as an added benefit to our community.

One of the more prominent programs is the “Silent Witness Remembrance Service,” a special ceremony to remember victims of domestic violence in Oakland, Macomb and Wayne counties. This free, important event is held at Beaumont.

During the service, names of domestic violence victims are read aloud and some of their stories told. Victims also are represented by wood silhouette statues known as “silent witnesses.”

In addition to the event, donations of items such as new clothing, personal hygiene products, new linens and non-perishable foods are gathered by Beaumont and distributed to two local domestic violence shelters – HAVEN in Oakland County and Turning Point in Macomb County – as part of Domestic Violence Awareness Month.

COMMUNITY ACTIVITIES

Beaumont impacts its community greatly by employing thousands of skilled and unskilled workers, supporting businesses and providing the opportunity for volunteers to donate time and talent in assisting others. Another benefit to community comes when our employees give of themselves.

Beaumont professionals donate countless hours, both work time and free time, to community groups and organizations. Our physicians and employees provide leadership, expertise, advice, mentorship, companionship and helping hands – all in an effort to enhance and better the community.

Among the many programs in which our employee and physicians are involved are:

Cervical and Breast Screening

The Family Medicine Center participates in programs for women who do not qualify for Medicaid and are classified as ‘low income.’

Title 15 – represents women over 40 with income less than \$12,900. The Center works to get needed pap smears, pelvic exams or mammograms and provides follow up for these services.

Title 10 – represents women under 40 who have had services in an Oakland or Macomb County Health Department. If results from the services are abnormal, the results are sent to us to provide follow up procedures for the patients.

The Family Medicine Center also has a contract with the Macomb County Health Department to help young women with family planning services for which we receive a nominal amount of reimbursement.

HOSTS (Helping One Student to Succeed) - Beaumont has partnered with Baker Middle School in Troy, Michigan, as part of an innovative and beneficial program. Beaumont staff are assigned to an individual child at the school, creating a one-to-one relationship between the mentor and the student. The mentor meets with the child (one employee at a time on a rotation basis) two times a week to work on an assigned language arts curriculum.

Diabetes Education Classes – Including pharmacists who review medication therapy for those with diabetes.

Stop Smoking Program – Providing resources and educational materials to people who turn to Beaumont for help in quitting smoking.

Certified Sitter Class – A fun and interactive class that teaches children the right way to baby-sit, touching on safety, prevention and first aid.

UNREIMBURSED CARE

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. However, these costs are not fully reimbursed. In fact:

- 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

Clearly, the cost of health care services provided by Beaumont far exceeds the amount we are reimbursed. Beaumont also works closely with patients to help them apply for Medicaid and Medicare, helping them take advantage of outside aid to cover their hospital bills.

Together, these facts help explain why Beaumont absorbs more uncompensated care for Medicare and Medicaid than any other hospital in Michigan. But in the end, one thing is clear: Medicare and Medicaid 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.

CASH AND IN-KIND DONATIONS

Beaumont provides substantial resources to other groups and organization in support of missions and goals that closely align with those at Beaumont. These significant donations benefited educational, civic, educational and community organizations across our area.

INVESTING IN THE COMMUNITY

Beaumont often makes the front page by remaining at the forefront of many significant medical advancements and research. Often lost in the news, however, is Beaumont's investment in its community, made possible through its status as a not-for-profit charitable organization.

Because of this standing, Beaumont is able to provide substantial added benefit to the communities across Wayne, Oakland and Macomb counties – programs promoting diversity, care provided to the poor and underserved, and educational and support groups that help those who otherwise would not have access to quality health care.

Beaumont has embraced this sense of community for five decades, and will continue to seek out new ways to benefit everyone who, regardless of position or ability to pay, may need health care programs and services.

Beaumont Hospitals
2004 Community Benefit

Total \$114,576,000

| | | |
|------|--|-----------------------------|
| I. | Charity Care and Unpaid Costs of Public Programs | \$ 57,680,000 |
| II. | Programs for the Community | \$ 19,302,000 |
| III. | Unreimbursed cost of Medical Education/Research | \$ 23,945,000 |
| IV. | Sponsorships and Donations | \$ 542,000 |
| | TOTAL | <u>\$101,469,000</u> |

| | | |
|----|--------------------------|----|
| V. | Bad Debt Expense at cost | \$ |
| | 13,107,000 | |

GRAND TOTAL **\$114,576,000**