AN Integrated
HEALTH AND WELL-BEING ORGANIZATION

2018 Mission and Community Benefit Report

Making seamless, integrated healthcare delivery a priority.

ProMedica is a not-for-profit, Mission based organization working to create a stronger, more cohesive approach to delivering care at the right place, the right time, and the right cost.

What does it mean to be well? Is it merely not feeling sick? Is it the food you eat, the neighborhood you live in? The resounding answer is, yes!

How well you feel largely depends on your life circumstances – a good job, nutritious food to eat, a safe place to live. Collectively called the “social determinants of health,” ProMedica is a national leader in identifying and addressing these essential factors.

We screen patients for 10 different social determinants, and connect them with local resources. We invest in neighborhoods. We opened a grocery store in a food desert.

Driven by a Mission to improve health and well-being, ProMedica is at the forefront of developing innovative health and wellness solutions. While we seamlessly coordinate nationally recognized hospitals, healthcare providers, and skilled nursing and rehabilitation centers, we know clinical care represents only a portion of an individual’s overall health and well-being. Combine our social determinant expertise with the acquisition of HCR ManorCare, and ProMedica is uniquely positioned to redefine the future for healthy aging.

Operational Imperatives

Starting from a foundation of financial strength and clinical excellence, ProMedica is committed to making investments in our facilities, our services and our people to ensure that we achieve highly efficient and effective operational performance. We applaud our dedicated employees and team of providers and caregivers who work hard every day to provide great healthcare outcomes and highly-reliable patient care and customer experiences.

Operational Excellence

• ProMedica earned the Gold Award for Excellence from The Partnership for Excellence (TPE) following a rigorous evaluation of ProMedica’s application based on criteria of the Baldridge Framework for Excellence. Applicants are evaluated in seven areas defined by the Framework, including: leadership; strategy; customers; measurement, analysis and knowledge management; workforce; operations; and results.

• In addition to system recognition, ProMedica Memorial Hospital received the 2018 Platinum Governor’s Award for Excellence from The Partnership for Excellence, the highest honor for performance excellence in our region.

• A new Neurosciences Center on the ProMedica Toledo Hospital campus opened its doors to patients in 2018. ProMedica physicians, neurologists, and neurosurgeons as well as University of Toledo (UT) neurologists and neurosurgeons have all relocated to this one collaborative space as an extension of ProMedica’s academic affiliation with the UT College of Medicine.

• The ProMedica Heart Rhythm Center opened at ProMedica Toledo Hospital in 2018 to ensure that patients with heart rhythm conditions have access to the highest quality and most advanced care. The 6,500 square-foot Center features three dedicated electrophysiology labs and new equipment including three types of 3D-cardiac imaging.

• In 2018, Community Health Center of Branch County, became ProMedica’s 13th hospital. The hospital, now named ProMedica Coldwater Regional Hospital, serves the Coldwater, Michigan, community providing compassionate care and outstanding clinical outcomes, while supporting the ProMedica Mission to improve health and well-being.

2018 Community Benefit

In 2018, ProMedica contributed $266,410,000 in community benefit through community benefit expenditures, financial assistance and government-sponsored, means-tested health care (income and capital “means” are below specified limits). These numbers not only indicate ProMedica’s long-standing commitment to the community, but also fulfill our not-for-profit status and Mission to improve the health and well-being of residents in the communities we serve.

Indeed, ProMedica goes beyond industry standards in meeting the goal of providing care to everyone, regardless of their ability to pay. We provide hospital care free-of-charge to all families without insurance with incomes at or below 200% of the federal poverty level. Additionally, ProMedica hospitals provide significant discounts to families with incomes of up to 400% of the federal poverty level.

As a leading advocate for the health and well-being of others, ProMedica provides and promotes community wellness, collaborating with more than 300 local nonprofit agencies and organizations in 2018.

$181,131,000
Medicaid and Means-Tested Shortfalls (67.99%)

$25,293,000
Health Professions Education (9.49%)

$5,059,000
Cash and In-kind Contributions (1.90%)

$20,161,000
Subsidized Health Services (7.57%)

$21,975,000
Community Health Improvement Services and Community Benefit Operations (8.25%)

$12,791,000
Financial Assistance (4.80%)

$266.4 MILLION
Total Community Benefit

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• ProMedica opened the Maumee Cancer Center in 2018 to provide high-quality cancer care close to home for Maumee residents. Clinical services at the center include medical and radiation oncology, care navigation, and a wide range of support programs such as social work, nutrition counseling with dietitians, healing care programs, and genetic counseling. Through the center, patients now have access to the ProMedica Cancer Institute’s complete spectrum of cancer care services and resources.

• ProMedica ranked among the top quintile of medium size health systems across the country in Modern Healthcare’s iBM Watson Health Top Health Systems for 2018. The study analyzes performance in nine quality measures, with top health systems achieving lower mortality rates, fewer complications, fewer infections, and shorter lengths of stay among others. This recognition is further indication of ProMedica’s commitment to clinical excellence, safety and patient satisfaction across the system.

• ProMedica Toledo Hospital was named one of Healthgrades 2018 America’s 50 Best Hospitals. This places TH in the top 1 percent of more than 4,500 hospitals assessed nationwide for clinical excellence. During a three-year study, hospitals in this category showed superior performance in clinical outcomes for patients in the Medicare population across at least 21 of the 32 most common inpatient conditions and procedures.

• ProMedica Flower Hospital became a legal division of ProMedica Toledo Hospital to help further maximize efficiencies and provide consistent, high quality care and experience between facilities. This change will be most noticeable in the brand/signage in, on, and around the hospital. The hospital will now be listed as ProMedica Flower Hospital, A Division of ProMedica Toledo Hospital. The identity of being a caring community hospital with strong community relationships and reputation will not change.

Stewardship

• The Generations of Care project capital campaign, for the new bed tower on the ProMedica Toledo Hospital campus, received a $2.5 million donation from Touchstone Wealth Partners. The Generations Tower is equipped with the latest medical technology and equipment, and offers all private patient rooms, helping to advance ProMedica’s Mission now and well into the future.

• The new Lenawee County hospital, to be named the ProMedica Charles and Virginia Hickman Hospital, commemorated the highest steel beam being placed atop the facility with a “topping off” ceremony. The 205,000 square foot facility will replace both ProMedica Bixby and Herrick Hospitals when it is completed. The new facility will feature 58 acute care beds and a 28-bed emergency center, as well as dedicated behavioral health beds, inpatient and outpatient surgery centers, and a women’s health center, along with many others. The hospital is named for the Hickman family, who made the largest donation in the history of ProMedica to help us better serve the Lenawee County community.

• ProMedica Cancer Institute’s (PCI) community outreach included cancer screenings and education to the most vulnerable in our community. Free screening mammograms as well as lung cancer screenings were provided for early detection. Colorectal cancer education and nutritional programs were developed to keep people healthy, while sun safety education was provided to elementary school children to help prevent future cases of skin cancer. PCI also hosted annual cancer survivor celebrations for survivors, friends and caregivers across the region and sponsored community events.

• In 2018, ProMedica primary care providers continued screening patients for social determinants of health by asking questions related to education, employment, food security, housing, transportation, and violence. Screenings also were expanded to hospital inpatients, using the same questions. Patients who screen positive for any of the factors are connected to necessary community programs and resources for assistance.

In 2018, ProMedica Innovations Summit took place in downtown Toledo. The event attracted over 500 participants including ProMedica employees, community members, government officials, and regional business owners. Speaker highlights included “Getting Unstuck: How a Little Adventure Can Create a Big Breakthrough,” “Venture Capital as a Driver of Regional Innovation,” and “Healthcare Innovation as a Calling.” One of the most popular sessions was a Q & A session with ProMedica President and CEO, Randy Oostra, and Steve Cavanaugh, at the time president of HCR ManorCare.

• ProMedica and the Toledo Zoo announced a partnership to renovate the zoo’s more than 80-year-old Museum of Science. Renovations are expected to be completed in spring 2019 with a focus on biodiversity throughout the course of history in northwest Ohio.

• ProMedica was the lead sponsor for the second annual Summer Concert Series in 2018. The weekly concerts took place at the renovated Promenade Park, in downtown Toledo, from June through September and featured a variety of local and national musicians and music genres.

• ProMedica’s Summer Youth Employment Program partnered 34 central-city teens ages 16 – 19 with mentors in departments such as human resources, radiology, dietary, and information technology to learn skills including customer service, punctuality and being accountable to others.

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Strategic Imperatives

On our journey to improve health and well-being, ProMedica is at the forefront of developing innovative health and wellness solutions. We screen patients for 10 different social determinants of health, and then connect them with local resources. We invest in neighborhoods. We opened a grocery store in a food desert. Our academic affiliation with the University of Toledo College of Medicine and Life Sciences is helping the next generation of physicians and leaders learn how to succeed in a complex healthcare environment.

National Leader in Social Determinants of Health

- ProMedica announced it is teaming up with the national non-profit Local Initiatives Support Corporation (LISC) to invest $10 million each as part of the Ebeid Neighborhood Promise initiative, begun in 2017. Work will begin in Toledo’s UpTown neighborhood where ProMedica and LISC already work together to operate the financial opportunity center (FOC) housed at the Ebeid Center. Additionally, ProMedica announced that it is partnering with Goodwill Industries of Northwest Ohio to add a job-training component to its Ebeid Neighborhood Promise.

- ProMedica hosted its first Social Determinants of Health Research Conference in 2018. More than 250 physicians, executives, clinicians, and community leaders attended the full-day conference, which was focused on using research to validate how ProMedica is improving outcomes and reducing costs via its social determinants of health (SDOH) interventions.

- ProMedica continues to operate two food clinics—one at the ProMedica Health and Wellness Center and the other at ProMedica’s Center for Health Services—to serve patients who screen positive for food insecurity and have a referral from their primary care provider. Patients are able to receive food for them and their family from either location. As part of the program, each patient receives two to three days of supplemental food for their family. Through December 2018, more than 10,000 visits were made to the Food Clinic, impacting more than 3,300 unique household, in efforts to help reduce food insecurity. This translates to about 78,255 days’ worth of food provided to patients and families, the equivalent of 234,765 meals.

- For its Michigan patients, ProMedica offered Veggie Mobile vouchers to patients who screen positive for food insecurity. ProMedica Bixby and Herrick Hospitals provide the 5S vouchers so patients can redeem them for fresh produce at any of the Veggie Mobile stops. In 2018, nearly 100 patients identified as food insecure were provided a food box and veggie mobile vouchers upon discharge.

- ProMedica’s Financial Opportunity Center (FOC), provided education and counseling to approximately 1,000 individuals. Housed in the Ebeid Institute, FOC helps individuals needing income support (public benefits) and employment coaching and counseling, as well as free tax preparation. FOC also offers a digital literacy series to assist individuals wishing to improve their computer literacy and skills to be more marketable to prospective employers.

National Leader in Healthy Aging

- In 2018, ProMedica acquired the operations of HCR ManorCare in Toledo, Ohio. Concurrently, a joint venture between Welltower and HCR acquired the associated real estate that is leased to HCR. HCR ManorCare is a leading provider of short-term, post-acute care services and long-term care, with a network of assisted living facilities, skilled nursing and rehabilitation centers, and memory care communities, outpatient rehabilitation clinics, and hospice and home health agencies. The acquisition positioned ProMedica as one of the top 15 largest U.S. health systems in the nation, allowing us to expand the continuum of care and enhance the health and well-being of America’s aging population.

Research and Education

- ProMedica continued to grow as an academic health center, with more than 125 residents and fellows from The University of Toledo College of Medicine and Life Sciences (UT CoM) joining the residency program at ProMedica Toledo Hospital in 2018. This marks the third wave of integration of learners at ProMedica under the Academic Affiliation with UT CoM, with ProMedica now hosting four times the number of residents and fellows than before the affiliation was signed. The Academic Affiliation is a 50-year agreement between ProMedica and UT to build a collaborative model of academic medicine that will benefit our community for generations to come.

- The University of Toledo College of Nursing and ProMedica expanded their partnership to address nursing education as well as current and future healthcare industry challenges. The planned partnership will focus on enhancing undergraduate and graduate nursing education.

About ProMedica

Established in 1986, ProMedica serves communities in 28 states across the country and is one of the country’s leading healthcare providers. Our stewardship of resources has enabled us to wisely invest in cutting-edge technology, innovative programs and family-centered facilities that help to ensure community members have equal access to high-quality, safe care in the most appropriate setting, regardless of a patient’s ability to pay.

Based on needs that we have assessed within the communities we serve, ProMedica launched new services and programs in 2018 to help meet the growing demands of consumers across all spectrums of life, including those individuals who are often the most vulnerable when it comes to health care: the elderly, poor and underserved.

ProMedica and its affiliates comprise more than 600 sites, more than 2,000 physicians and providers, approximately 57,000 employees, and more than 340 volunteer board members. During 2018, ProMedica discharged more than 76,000 inpatients and provided 1.6 million ProMedica Physicians annual patient visits, while handling 345,000 emergency visits system-wide. Paramount, our medical insurance division, covered more than 600,000 members through its commercial, Medicare and Medicaid product lines. Additionally, our physicians, leadership team members and employees individually contribute personal resources to the community in numerous ways—such as through tutoring elementary students in reading, providing health lectures to community organizations, offering summer employment and job training for at-risk youth, generously contributing to community fundraising campaigns such as United Way, serving on local not-for-profit boards, and donating nonperishable goods to numerous local food pantries and churches.

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