A new perspective on health and well-being.

ProMedica is a not-for-profit, Mission-driven organization focused on improving the health and well-being of people in hundreds of communities across the country.

At ProMedica, we have a bold vision to reimagine health care and how it’s delivered by integrating care throughout a person’s lifetime. Our solutions drive individual, community and national impact by:

• Addressing Social Determinants of Health - Improving health outcomes by focusing on the social and economic needs of those we serve.

• Championing Healthy Aging - Building an integrated approach to senior health and wellness with partnerships, research and advocacy.

• Cultivating Innovation - Finding new and better ways to keep individuals, families and entire communities healthy.

ProMedica’s unique care model positions us as one of the nation’s top health and well-being organizations. Our diverse services, united by a single Mission, help people reach their highest potential for health at every stage of life.

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

Going above and beyond in the ongoing pandemic.

From March through May 2020, ProMedica Bay Park Hospital (BPH) was ProMedica’s designated system-wide destination for COVID-19 adult patients requiring hospitalization. This move allowed ProMedica to deploy effective in-person training on infection prevention and control processes and to conserve personal protective equipment (PPE) in the early days of the pandemic. As the initial surge lessened, COVID positive and suspected patients were able to be treated at their local acute care facility.

• Over the course of 10 months, from March through December 2020, ProMedica:
  • Cared for nearly 25,000 COVID positive or suspected patients across its hospitals and senior care facilities nationwide.
  • Provided PPE to more than 300 care locations in 28 states.
  • Collaborated closely with local, regional, state, and national governmental agencies to share best practices and provide input on decisions impacting the organization and our patients.
  • Implemented a robust telehealth program with more than 65,000 telehealth visits for patients and residents to connect with caregivers without in-person visits.
  • Established designated COVID ICU units within hospitals to

2020 Community Benefit

In 2020, ProMedica contributed $319,240,000 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 expenditures are significantly higher than the amount ProMedica would pay as a taxable organization. Even as a not-for-profit organization, ProMedica pays almost $44,000,000 in federal, state and local taxes. 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 600% 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 2020.

$319.2 MILLION
Total Community Benefit

$228,848,000
Medicaid and Means-Tested Shortfalls (71.69%)

$29,083,000
Health Professions Education (9.11%)

$1,781,000
Cash and In-kind Contributions (0.56%)

$23,239,000
Subsidized Health Services (7.28%)

$23,141,000
Community Health Improvement Services and Community Benefit Operations (7.25%)

$12,924,000
Financial Assistance (4.05%)

$224,000
Research (0.07%)
provide safe, coordinated care for the sickest patients while protecting other hospital inpatients.

- Created designated isolation units in skilled nursing facilities that kept COVID positive and suspected residents separate from the general population of residents. The units included an antechamber that provided a sterile environment for employees to don and doff personal protective equipment (PPE). This model of care was replicated across the nation.

- Was selected to participate in a clinical trial to study a new procedure for the prevention of the SARS-CoV-2 infection and COVID-19 in residents and employees at our Senior Care facilities across the country in partnership with Eli Lilly Company (Lilly) and the National Institutes of Health (NIH). As a result of the study, ProMedica implemented the use of monoclonal antibody treatment for patients with mild to moderate symptoms not requiring hospitalization.

- Implemented COVID testing for hospitalized patients and community members presenting at provider offices or hospital emergency departments.

- Became the first skilled nursing facility in the country to vaccinate its Palm Harbor, Florida residents and employees.

### ProMedica

**ProMedica**, introduced a new, innovative service to provide hospital-level care in the comfort of a patient’s home. ProMedica Acute Care at Home combines ProMedica’s extensive network of in-home care providers with a sophisticated technology platform to deliver seamless and effective care at home for patients with select chronic conditions or diagnoses such as heart failure, pneumonia or COPD. The care team consists of physicians, nurse practitioners, registered nurses, and may include other healthcare professionals, such as physical or occupational therapists, as needed.

**Paramount Advantage** Medicaid earned a 4 out of 5 rating in the National Committee for Quality Assurance’s (NCQA) Medicaid Health Insurance Plan Ratings for 2019 – 2020. This was the highest of all five Medicaid managed care plans in Ohio. NCQA accredits and certifies a wide range of healthcare organizations and manages the evolution of HEDIS, the performance measurement tool used by more than 90% of the nation’s health plans. It rates and certifies a wide range of healthcare organizations and manages the evolution of HEDIS, the performance measurement tool used by more than 90% of the nation’s health plans. It rates each health plan on dozens of quality measures related to consumer satisfaction, prevention and treatment.

**Healthgrades** named ProMedica Toledo Hospital one of America’s Top 50 Hospitals® for the third year in a row. This recognition places TH among the top 1% of all hospitals in the nation.

**ProMedica Memorial and Defiance Regional Hospitals** were awarded The Chartis Center for Rural Health and the National Organization of State Offices of Rural Health (NOSORH). This recognition places them among the top 1% of all hospitals in the nation.

**ProMedica Senior Care’s** skilled nursing and rehabilitation centers were named “Best Long-Term Care 2019-20” or “Best Short-Term Rehabilitation 2019-20” by U.S. News and World Report. U.S. News evaluated more than 15,000 facilities throughout the country. Out of those facilities evaluated, a total of 2,969 facilities earned the designation of U.S. News Best Nursing Home. Additionally, 42 of our centers have earned this award for the second year in a row!

**ProMedica Senior Care** earned a 2020 Customer Engagement Award from SeniorAdvisor.com. This award is presented to organizations with four or more communities that won a 2019 Best of Award. Our winning memory care communities are Arden Courts of Ft. Myers, Arden Courts of King of Prussia, Arden Courts of Palm Harbor, Arden Courts of Portland and Arden Courts of Warminster. The SeniorAdvisor.com Best of Senior Living 2020 Awards recognize senior living and home care providers who receive consistently high ratings and positive reviews from residents, families and visitors. This exclusive designation is awarded to less than three percent of providers nationwide.

**ProMedica Toledo Hospital** was named to the list of “100 Great Hospitals in America | 2020” by Becker’s Hospital Review. The hospitals named to this list have been recognized nationally for excellence in clinical care, patient outcomes, and staff and physician satisfaction. These institutions are industry leaders that have achieved advanced accreditation and certification in several specialties. The list also includes industry innovators that have sparked trends in healthcare technology, hospital management and patient satisfaction.

**ProMedica Toledo, Bay Park and Bixby Hospitals** all received A+ overall scores in the new Lown Institute Hospitals Index, which evaluates clinical care as well community impact in terms of birth equity and inclusivity. Additionally, ProMedica Toledo Hospital was one of the top 10 highest ranking hospitals in Ohio, and ProMedica Bixby Hospital was one of the top 10 highest ranking hospitals in Michigan.

**ProMedica Fostoria Community Hospital** (FCH) was recently named among 266 hospitals from a total of 3,478 hospitals across the country to receive a 5 star rating by CMS in patient experience. FCH employees have worked very hard over the past few years to provide a consistently excellent experience, with leaders and staff working together to put into place evidenced based practices to improve patient experience.

**ProMedica Wildwood Orthopaedic and Spine Hospital** (WOSH) was awarded the Press Ganey Guardian of Excellence Award® for 2020. The Guardian of Excellence Award recognizes top-performing health care organizations that have consistently achieved the 95th percentile or above of performance in Patient Experience in HCAHPS. This is the eighth consecutive year that the hospital has received the award in recognition of consistently high levels of excellence. The Press Ganey Guardian of Excellence Award is a nationally-recognized symbol of achievement in health care. Presented annually, the award honors clients who consistently sustained performance in the top 5% of all Press Ganey clients for each reporting period during the course of one year.

**ProMedica Senior Care** had several of its skilled nursing centers throughout the country named as 2020 Bronze – Commitment to Quality Award winners from The American Health Care Association and National Center for Assisted Living (AHCA/NCAL). This award demonstrates ProMedica’s commitment to better meeting the needs and expectations of our patients and residents, their families, our employees, and the communities we serve, and shows how these facilities have been able to achieve performance improvement.

From March through December 2020, ProMedica cared for nearly 25,000 COVID positive or suspected patients across its hospitals and senior care facilities nationwide.

- ProMedica introduced a new, innovative service to provide hospital-level care in the comfort of a patient’s home. ProMedica Acute Care at Home combines ProMedica’s extensive network of in-home care providers with a sophisticated technology platform to deliver seamless and effective care at home for patients with select chronic conditions or diagnoses such as heart failure, pneumonia or COPD. The care team consists of physicians, nurse practitioners, registered nurses, and may include other healthcare professionals, such as physical or occupational therapists, as needed.

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- Healthgrades named ProMedica Toledo Hospital one of America’s Top 50 Hospitals® for the third year in a row. This recognition places TH among the top 1% of all hospitals in the nation.

- ProMedica Memorial and Defiance Regional Hospitals were awarded The Chartis Center for Rural Health and the National Organization of State Offices of Rural Health (NOSORH). This means that both hospitals finished in the top quartile performance among all rural hospitals in the United States in either quality, outcomes, or patient perspective.

- Sixty-six of ProMedica Senior Care’s skilled nursing and rehabilitation centers were named “Best Long-Term Care 2019-20” or “Best Short-Term Rehabilitation 2019-20” by U.S. News and World Report. U.S. News evaluated more than 15,000 facilities throughout the country. Out of those facilities evaluated, a total of 2,969 facilities earned the designation of U.S. News Best Nursing Home. Additionally, 42 of our centers have earned this award for the second year in a row!
Stewardship

- ProMedica Cancer Institute (PCI) completed more than 2,300 lung cancer screenings at its lung clinics, expanded its genetics counseling program to include virtual options during the pandemic, and established a new sexual health program for cancer patients by hosting two webinars. Additionally, PCI was instrumental in helping ProMedica implement monoclonal antibody treatment at its infusion centers for COVID-19 patients to improve symptom management.
- Approximately 700 attendees participated in the annual ProMedica Barbershop Initiative, Art of the Cut, which celebrated the role of local barbers as artists, men’s health advocates, and community leaders while examining the intersection of art and wellness. As part of the Barbershop Initiative, more than 30 metro Toledo barbers received training in the use of automated external defibrillators (AED) and units were installed in six Black-owned barbershops. Additionally, more than 1,200 health and wellness bags and more than 2,000 cancer screening educational materials were provided to barbershops and salons in Lucas and Lenawee Counties to share important health and screening information with traditionally underserved communities.
- ProMedica continued to sponsor community events that were held virtually or at socially distanced levels outdoors. These included the northwest Ohio Heart Walk, the Leukemia and Lymphoma Society Light the Night, the Walk to End Alzheimer’s, and Over the Edge for Victory to support cancer patients and survivors.
- ProMedica’s Financial Opportunity Center (FOC), provided education and counseling hundreds of community members. housed in the Ebeid Institute, FOC helps individuals needing income support (public benefits) and employment coaching and counseling, as well as free tax preparation through the Ohio Benefit Bank. 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.

ProMedica also opened two additional Financial Opportunity Centers (FOC), in Fremont and Defiance, Ohio, to provide services to low and moderate income families such as securing living wage jobs, building credit, reducing debt, and gaining financial security.

- In 2020, ProMedica continued to expand its commitment to the Social Determinants of Health (SDOH) by continuing its work with ProMedica Farms and the Veggie Mobile in Lenawee County, which now provides a living laboratory for youth, seniors and families, a therapeutic healing space for patients and staff of ProMedica Charles and Virginia Hickman Hospital, and fresh, locally grown food to members of the Lenawee community.
- Paramount awarded more than $1.5 million in grant funding to eight Ohio federally qualified health centers through the Paramount Advantage Medicaid Community Benefits Award. The funding helps centers implement projects to support the social determinants of health and increase access to healthcare services for both health plan members and their larger communities.
- ProMedica was awarded the 2019 Foster G. McGaw Prize for Excellence in Community Service. ProMedica was chosen to be the 2019 recipient of this $100,000 prize because of our “leadership role in building programs that address the health needs in its community and its sincere commitment to improving their well-being.”
- Kaitlyn’s Cottage, along with Family Christian Center, hosted the Sixth Annual Night to Shine celebration. This prom event allowed more than 200 honored kings and queens to enjoy a special night out. The dresses were glitzy and the suits were sharp. More than 400 volunteers stepped up to the plate to make this night a spectacular experience for all involved. The Night to Shine event, sponsored by the Tim Tebow Foundation, is an unforgettable prom night experience for people with special needs, ages 14 and older.
- ProMedica helped turn downtown Toledo blue to honor frontline caregivers across the region who continue working through the COVID-19 pandemic. Starting in the United Kingdom, the #lightiton campaign has spread across the country to show our collective gratitude to everyone working to preserve the health and well-being of our communities.
- The Paramount Advantage Medicaid outreach team works closely with community partners and federally qualified health centers (FQHC’s) in Ohio to serve the needs of the Medicaid population. Rocking Horse Community Health Center, an FQHC located outside of Dayton, Ohio, recently put out a Giving Tuesday request for reusable COVID-19 face masks. Without masks, they were not able to safely care for patients at their facility. After hearing about the request, Paramount Medicaid Regional Outreach Coordinator, Cyndi Potter, immediately came to the rescue. She devoted an entire weekend to making masks. 40 total masks were donated to Rocking Horse Community Health Center last week – thanks to her efforts.

- Paramount Advantage Medicaid provided a total of 10,000 COVID-19 supply kits to Ohioans in need. Each kit includes disinfectant wipes, face masks, hand sanitizer, gloves, and soup. The supply kits were distributed to provider and community organizations, as well as Paramount members who are at highest risk. Each of the 53 Ohio Federally Qualified Health Centers (FQHC’s) will receive 50 kits to give to patients – not limited to Paramount insurance members.

- Heartland Home Health and Hospice serving Northeastern Michigan (Bay City) donated $10,000 to Midland, Michigan’s flood recovery efforts through the Heartland Hospice Memorial Fund and the ProMedica Foundation.

People

- The campus of Lely Palms Retirement Community, Arden Courts of Lely Palms, ManorCare Health Services at Lely Palms, ManorCare Nursing and Rehabilitation Center – Naples and 16 community vendors joined together to help the community prepare and raise funds for Harry Chapin Food Bank of Southwest Florida in Naples, Florida. Each vendor passed out items related to hurricane preparedness such as flashlights, hand sanitizer, cans of food, battery-operated lanterns, batteries, water and much more! The event had about 400 cars lined up on St. Andrews Boulevard to receive their items. Lely Palms Retirement Community held the event at their center and together with their community were able to raise $1,400 for Harry Chapin Food Bank.
- ProMedica’s employee assistance program (EAP) provided a great deal of support throughout 2020 with outreach to employees that included counseling, stress management and coping tips. The EAP is here for employees and their families to discuss anxieties, difficulties and other life challenges.

- A ProMedica Senior Care nurse came out of retirement to help during the COVID-19 pandemic and was recognized on the highest level. Marty Blankenship, retired director of nursing, was selected by the White House for a proclamation signing on Wednesday, May 6, for Rocking Our Nurses Week. The event took place in the Oval Office and included remarks by the President and Marty, who was selected because of her inspiring story.
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 and Personal Determinants of Health

- The ProMedica National Institute of Social Determinants partnered with Green and Healthy Homes Initiative (GHHI) to launch a national healthy housing initiative to improve the health of individuals and communities by improving the safety and energy efficiency of homes.

- The ProMedica Impact Fund (PIF) was established to raise $1 billion in the next eight years to accelerate nationwide efforts around the Social Determinants of Health (SDOH). These efforts include addressing hunger, affordable housing, workforce development, and education. The PIF will plan to launch in select U.S. cities, with the intention to quickly expand and grow to other communities around the nation.

- Paramount Advantage Medicaid worked with state community centers, health centers, food pantries, and other local organizations that provide socioeconomic support to individuals in communities throughout Ohio. Due to the COVID-19 pandemic, many of these organizations experienced financial hardship themselves. Recognizing the imbalance, the team stepped in to provide hands on, financial, and heartfelt support, providing support to more than 40 Ohio community organizations. This support came in the form of financial support, donations of food and volunteer hours served.

- The Ebeid Neighborhood Promise in Toledo, Ohio, was the recipient of the U.S. Housing and Urban Development (HUD) Secretary’s Opportunity & Empowerment Award. This award highlights efforts that the Ebeid Neighborhood Promise has demonstrated to improve quality of life for low and moderate income residents in the UpTown community. The promise also addresses social determinants of health with a holistic focus on addressing root causes of challenges in the community, not just the symptoms.

- ProMedica partnered with the LPGA Drive On Championship to educate community members about the importance of social determinants of health (SDOH) and how they play a role in each person’s health outcomes. Randy Oostra kicked off the tournament with a personal message and commercial spots about SDOH continued throughout the weekend.

- Two new Financial Opportunity Centers (FOC) have recently opened in Fremont and Defiance. Much like the FOC located in UpTown Toledo, these two new locations will offer services and assist low to moderate-income families with securing living wage jobs, building credit, reducing debt, and gaining wealth. Our FOCs provide families with employment services, financial education and coaching, and public benefits access.

- In 2020, ProMedica continued to expand its commitment to the Social Determinants of Health (SDOH) by continuing its work with ProMedica Farms and the Veggie Mobile in Lenawee County, which now provides a living laboratory for youth, seniors and families, a therapeutic healing space for patients and staff of ProMedica Charles and Virginia Hickman Hospital, and fresh, locally grown foods to members of the Lenawee community.

- ProMedica continued to operate three community food clinics, located at ProMedica Bay Park Hospital, the ProMedica Health and Wellness Center and 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 themselves and their family from one of these food clinics. As part of the program, patients can receive two to three days of supplemental food. Through December 2020, more than 8,357 visits to the Food Clinic, impacting more than 2,860 unique households, furthered ProMedica’s efforts to reduce food insecurity. This translates to about 67,535 days’ worth of food provided to patients and families, the equivalent of 202,605 meals.

- Virtual SDOH interventions throughout the year included career and financial coaching for building effective money habits with 84% of all encounters being virtual. Additionally, nutritional and food cooking classes were offered as virtual events that attracted more than 1,500 views and allowed SDOH initiatives to continue when in-person classes were not an option.
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 2020 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 approximately 500 sites, more than 2,500 physicians and providers, approximately 45,000 employees, and more than 300 volunteer board members. During 2020, ProMedica discharged more than 57,900 inpatients and provided 1.85 million ProMedica Physicians annual patient visits, while handling more than 226,500 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 and 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.

National Leader in Senior Health and Well-Being

• ProMedica Senior Care was awarded McKnight’s Excellence in Technology Gold Award for 2020 for their expanded transitional call program. This program uses a call center to provide post-discharge communication to patients in the two to three weeks after they have left our Heartland, ManorCare or ProMedica skilled nursing and rehabilitation centers.

Innovation Through Integration

• ProMedica continues to focus on the social value of innovations. Investment in Toledo’s Social Innovation District will bring together anchor institutions, company clusters, a startup incubator/accelerator and mixed-use space to one geographic area – Uptown Toledo. These investments include the Jefferson building, currently vacant, which will be re-imagined and remade to serve as an Innovations Center Incubator. The Innovations Center Incubator will connect business start-ups with educational and mentorship resources, be a collaborative environment to sustain an entrepreneurial ecosystem in northwest Ohio, and promote minority, veteran and women owned business creation.

• ProMedica further expanded telehealth initiatives by helping patients and residents in Senior Care skilled nursing facilities and hospitals connect with loved ones virtually. Across the organization, 1,700 iPads were deployed to 225 skilled nursing facilities in 28 states. An additional 5,000 Android enabled phones also supported telehealth and social connections in our facilities. Hospital-based chaplains also helped isolated patients using iPads to provide spiritual services and support.

• ProMedica and the University of Toledo College of Medicine and Life Sciences (UT CoM) entered the sixth year of their agreement under the Academic Affiliation. 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 Affiliation is focused on:
  • Recruiting and retaining the best and brightest faculty, students and researchers.
  • Developing a premier academic medical center at TH/ECH.
  • Cultivating a homegrown pipeline of medical talent.
  • Increasing medical research and innovation.
  • Facilitating community growth and development.

About ProMedica

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