YEAR IN REVIEW
2020
ProMedica and COVID-19 | By the Numbers

ProMedica and our experts responded to:

- 1200+ media inquiries and produced 45+ resource videos
- 211,000 unique visits to the COVID-19 microsite

$2.5 million raised by ProMedica Foundations during COVID to provide financial support and relief to 9,000+ employees.

Over $9 million awarded in COVID federal and state grants

Dr. Mark GlOTH and team developed an industry-leading standard for COVID-19 isolation units
Dr. Greg Kasper led efforts to trial new proning techniques which were published in leading medical journals.

Eli Lilly antibody trials @ 3 Senior Care facilities

Senior Care Daily COVID Census

- 1643 May 3 2020
- 137 Oct 8 2020

Cumulative 7,830+ COVID patients cared for in Senior Care facilities

As of 10/1, COVID-19 Testing
- Senior Care 40,000/week
- Providers & Acute Care 8,000/week

Supply chain secured and distributed PPE for over 300 locations in 28 states

> 6,700 EMPLOYEES exposed and isolated for COVID
> 4,900 EMPLOYEES tested positive for COVID

11 EMPLOYEES LOST THEIR LIVES

COVID Mortality Rate

- 11.6% ProMedica Hospitals
- 13.4% Ohio Hospitals (Mar-Sept '20)
- 19.3% Michigan Hospitals

Avg # Positive COVID Patients / day (hospitalized across the system)
2020 Highlights

• Emergency COVID-19 Neighborhood Support
• Transitioned to virtual programs and innovative services
• HOPE Toledo Launched
  • Pre-K + Scott College Promise Scholarship
• Deployed $7.5M ProMedica-LISC Loan Pool to support MWBE Mix-Use Housing Development Wonder Bread Project
• Launched two new Financial Opportunity Centers in Defiance and Fremont
• Community driven, inclusive process to invest $2.5M in the Junction Neighborhood to support health equity
• Expanded to additional neighborhood, awarding $2.8M in grants (ProMedica Metro Foundation)
• Ebeid Promise Received the 2020 U.S Department of Housing and Urban Development Opportunity and Empowerment Award
• Brought in in over $2M additional grants, contracts and philanthropy and investments in 2020
Revitalizing Toledo
EBEID NEIGHBORHOOD promise
primary focus areas

ProMedica
EBEID Neighbourhood Promise

Jobs & Finances
Stable Housing
Health
Education & Training

Healthy Neighborhoods, Healthy Families
One Neighborhood, Taking What Works, Aligning Resources & Partners
Why Uptown?

- 43604 zip code
- 3,208 individuals | 1,589 households
- $12,686 median household income
- 90%+ live in rental housing
- 33% do not have an automobile
- High patient costs
- High ED visits
- High non-admit ED visits
- 2x average rate of babies born at low-birth weight
- Higher readmission rates
Ebeid Neighborhood Promise Metrics

**Health**
- 497 total ProMedica patients in ENP zone
- 59% (293) with major chronic disease
- Usage Rates (annual):
  - 39 Urgent Care Visits
  - 511 Primary Care Visits
  - 545 Emergency Department Visits (6.7 Average visits/year)
- 2 pre-term births
- 3 low birth weight births
- 71.8% have a personal doctor or provider

**Jobs/Income**
- 52% of individuals in poverty
- 20% Unemployment rate
- $17,795 Median household income
- 479 Employed residents
- 457 FOC Clients
- $602,495 Taxes Refunded

**Housing**
- 52.6% Low Income & Severely Cost Burdened
- 956 Housing Units
- 662 Total Homeless Individuals
  - 22 Chronically Homeless
  - 640 Sheltered

**Education**
- 34.7% of School Age Children in Poverty
- 270-298 Lucas County Head Start students demonstrating kindergarten readiness (district wide)
Resident & Stakeholder Engagement

• 583 individuals engaged in 2020
• COVID Care Kits funded by United Way Emergency Relief Fund
• Created UpTown Walk & Roll
• Launched Monthly Ebeid Center Newsletter
• Ebeid Center Virtual Kitchen Videos
• Gardening Call In Show
• Garden to Plate Online
• Thanksgiving Dinner & Turkey Distribution
• Village on UpTown Green Community Conversation
• Received APHA Food & Nutrition Section Award
Resident Engagement

![Bicycle Ride](image1)

![Mural](image2)

![Community Service](image3)
Resident Engagement
Transforming Neighborhoods
Market on the Green
- 53k customers in 2020, over 227,837 since opening
- Mobile Market to senior housing sites, online ordering
- Launched food delivery program for oncology patients to decrease COVID exposure, supported clinical staff with food delivery during peak COVID
- Supporting two new start-up grocery stores
  - Center Street Market, Marion, OH
  - Endeleo Institute, Chicago, IL

Ebeid Job Training Program
- 5 new Ebeid trainees at the Market
- 30 trainees since market opening
Eliminating Another Food Desert: Grocery Store in Marion, OH
Response to COVID-19

- Supplied Art kits to decrease social isolation
- Backpacks for Humans
- Launched COVID care kits with community volunteers and partners
- Activated virtual and new programming
  - Financial Opportunity Center 100% virtual
  - Ebeid Center newsletter
  - Ebeid virtual kitchen
  - Garden to Plate
- Momentum Festival
- Thanksgiving Meal kits
- UpTown Walk & Roll
Response to COVID 19
Junction Neighborhood Investment

- Expand investment to another high-need neighborhood
- Leveraged ProMedica Metro Foundation and Owens Corning dollars for support
- Community driven process
- Transparent and accountability
- Allocated $2.8M
- Supported 18 different programs on most pressing neighborhood needs
Partners Engaged

City of Toledo, Department of Neighborhoods
Frederick Douglass Community Association
The Junction Coalition
Just Us
Lucas County Metropolitan Housing Authority
Martin Luther King Center & Kitchen for the Poor
Monroe Street Neighborhood Center
The Tabernacle
Toledo Community Service Center (Family House)
Toledo Urban Federal Credit Union
Urban Wholistics
Warren AME Church/Vision Empowerment Board
Success at the ENP Goodwill Job Connection Center

• JCC helps people become job ready by offering a wide variety of services to assist them and link to an employer.

• The JCC space allows employers throughout Northwest Ohio an opportunity to link with job ready candidates.

463 Individuals Served

177 Individuals Secured Jobs
Success Story

D’Andre

D’Andre Dallas, a husband and father of three, walked into the Madison Ave. Job Connection Center in March 2019, seeking employment opportunities. While working in several temporary positions, D’Andre stayed persistent in his search for permanent employment. Finally, he was able to land a position at the Rossford Amazon Fulfillment Center on November 16, 2020. Just after three weeks of working there, D’Andre is being promoted to a management role and has begun training for this position. Congratulations, D’Andre!
• Launched two new FOC’s in Defiance and Fremont, Ohio in partnership with GM and LISC
• Quickly transitioned to virtual services and served 800 clients throughout the pandemic:
  – SNAP Benefits, Rental & utility application assistance, education on the Cares Credit Protection Act, Pandemic Unemployment Compensation (PUC) assistance, food pantry referrals, distributed COVID-19 PPE, holiday assistance referrals, financial Wellness Wednesdays on social media platforms
Financial Opportunity Center 2020 Services

- 798 Individuals Served by FOC
- 80 Percent Retention Rate (Clients engaged 5+ times)
- 232 Individuals Increased Net Income
- 244 Individuals Increased FICO Credit Score
- 241 Individuals Increased Net Worth
Financial Opportunity Center: Impact Analysis

833

FOC Participants: ProMedica patients & Paramount Members

- 20% Male
- 80% Female

Most commonly faced other social risks:

- 50% African American
- 44% Medicaid Beneficiaries
- 40% Between the ages of 18-40

42% had 4+ chronic conditions, the most common of which was hypertension

40% had not visited a PCP within the past year

Impact on Financial Security

- + $610 Average Monthly Income Increase
- + 37pts Average Credit Score Increase

Impact on Health Care Utilization and Cost

- - 9% Reduction in ED Visits
- - 38% Reduction in Inpatient Visits
- + 11% Increase in PCP Visits

- $20K in Cost Savings
- $150K in Cost Savings

Better Connection to Primary and Preventive Care Services
Success Story
SHAMILA

- Homeless for two weeks - living in her car along with her four children.
- Supervisor connected her with EAP & FOC
- FOC connected with United Way for a hotel
- Moved to Beach House Family Shelter
- Found a 3-bedroom home
- Rental and utility assistance for the next 2 years
- Family will have a home for Christmas!
- ProMedica Physicians Group adopted the family for Christmas
• State Tested Nursing Assistant (STNA) went virtual w/limited in person training
• 5 additional cohorts were added to address staffing shortages throughout all health systems
• 265 participants enrolled
• 92 students completed the STNA program
• 30 currently employed at ProMedica
Success Story

LASHONNNNDIA

- Completed STNA classes and received her Nursing Assistant certificate
- Passed State Test
- Employed, but looking to transition to ProMedica Health System
- Increased credit Score by 36 points
- Increased net worth by $849
- Increased net income by $930
- Received a raise at work
- Lost hours due to COVID, got behind on rent
- Received an eviction notice
- Worked with her coach to receive rental assistance through NeighborWorks
- New home before Christmas!
• Support small business start-up and expansion
  – Marketing, Business Plans, Access to Capital
• Focused on Women & Minority Owned Business Enterprises
• Serving Uptown and partnered with Ebeid on first Elevate Your Side Hustle Event
• Leveraged dollars with Key Bank
Quintin Riley, the owner of Legendary Carpet Care, started as an environmental services technician more than a decade ago, cleaning carpets and floors at a local hospital. Quintin joined JumpStart’s NW Ohio Impact Program, an intensive 12-week business assistance program that provides mentoring, advising, and collaborative learning. This program ends in a pitch competition for a chance to take home $10,000 to grow one’s business. While the prospect of winning the funding is exciting, Quintin feels that the training is what has allowed him to elevate his business. Strategic planning, growth, employee engagement, milestones, and value propositions – were things he felt were always missing because he was immersed in the day-to-day work. He describes this challenge as working in his business versus working on his business. Quintin has succeeded and will continue to thrive, regardless of the highs and lows; he has the mindset, the skillset, and wraparound supports from his mentors, family, the Small Business Growth Collaborative, and JumpStart.
WEBSINAR EVENT

ELEVATE YOUR SIDE HUSTLE
Jobs & Finance Partners

LISC TOLEDO

LIVE UNITED

NeighborWorks®

TOLEDO REGION

jumpstart

PROMEDICA
EBEID NEIGHBORHOOD PROMISE
Healthy Families, Healthy Neighborhoods.

Touching Hearts, Changing Lives
in Up Out LLC

PARAMOUNT
Affiliate of ProMedica

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HEALTH & WELLNESS
ProMedica integrates social and clinical services to promote patient-centered care in an effort to improve health outcomes for moms and babies.
Healthy Moms & Healthy Babies

- **Infant Vitality**
  - 585 pregnant moms connected to Pathways HUB
  - ENP Strategy

- **Getting Healthy Zone Partnership**
  - ProMedica with HCNO and Bon Secours Mercy, Neighborhood Health Association, and Toledo-Lucas County Health Department
  - Grassroot engagements to support expectant and maternal moms
  - Alignment of programs and services to reduce disparities gaps in infant and maternal health outcomes
Healthy Moms & Healthy Babies
Impact

- 8 safe sleep classes
- Community conversations
- 3 Women wellness events
- 3 Family planning sessions
- 598 women connected to resources
- 300 mommy/baby care kits delivered
Health Services Provided

- Blood pressure screenings
- Stoke screenings
- Flu Clinic
- Virtual Health sessions
- 419 individuals participated in healthy cooking classes
- 1 Year Free Toledo Go Bike Members
Community Health Partners

THE HOSPITAL COUNCIL of Northwest Ohio

Healthy Lucas County

eliminating racism empowering women ywca Northwest Ohio

UT

Affiliate of ProMedica

PROMEDICA EBEID NEIGHBORHOOD PROMISE
Healthy Families, Healthy Neighborhoods.

The Ohio State University COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

The Arts Commission INSPIRING A VIBRANT TOLEDO

LISC TOLEDO
EDUCATION & TRAINING
The mission of HOPE Toledo is to “support and ensure high-quality education from birth to Pre-K to postsecondary, trade school and career for every young person in the City of Toledo, to create generational economic change for the betterment of our families and community.

- HOPE Toledo established as a new 501c3
  - Led by Mayor Kapszukiewicz, United Way, Toledo Community Foundation, Toledo Public Schools, Washington Local Schools and United Way
  - City ballot for public funding in Spring
  - Secured commitments of $6,000,000 in private philanthropy

- Pre K ENP Demonstration Project
  - Increase access, maximize revenue and improve quality at neighborhood centers: Toledo Day Nursery, Catholic Club, YMCA, Educare, Sandy’s Sandbox, Simply Amazing
Why Pre-Kindergarten?

RETURN ON INVESTMENT
For every $1 invested in early childhood education there is up to $8.90 return to the community.
Source: HeckmanEquation.org

WORKFORCE
Investment in early childhood education increases labor productivity; parents are able to access high-rated preschools for their children which in turn yield better productivity for them on their jobs.
Source: HeckmanEquation.org

EDUCATIONAL ATTAINMENT:
Investment in early childhood education increases graduation rates; per a study between the years of 1960 and 2016, the overall increase was more than 11%; cost of students dropping out has a significant impact on communities (i.e. – students that drop out earn $700,000 less over their lifetime).
Source: American Educational Research Association

LOWER INCARCERATION RATES:
Investment in early childhood education provided a reduction in incarceration rates by up to 46%.
Source:
Helping Our Population Educate

Universal Preschool + Promise Scholarship = HOPE Toledo

Wrap Around Supports
The **PROMISE** explained - Responsibility

- Pete Kadens (Kadens Family Foundation) felt a personal responsibility
- Desire to change the inequities within education
- Focus on postsecondary & two generational approach

The **PROMISE** executed – C/O 2020

- Graduating Class = 120
- HOPE Scholars = 83
- Participating schools = 13
- HOPE Scholars (parents) = 23
- Provided laptops for each Scholar

The **PROMISE** entered – Why Scott?

- “Heartbeat” of the Black Community
- Student capacity = 2300
- Current enrollment = 600
- Avg. graduating class size over past 5 years = 100
- Free & reduced lunch = 98%
HOPE Toledo Pre-K

Pre-K - Where we started

- Citywide initiative to launch a “universal access” program
- Approximately 4,000 four year olds in Toledo
- 18% of children enter Kindergarten “ready to learn”

Pre-K – What we did

- Engaged national experts
- Formed a strong, cross sector coalition
- Research, data & plan
- Launched ENP Pilot

Pre-K – Where we’re going

- Back to the Ballot
- Establish a “Birth to Five” Consortium
- Launch a universal Pre-K Program across City of Toledo
Homeless to Housed: St. Paul’s Community Center

- Addressing Chronic Homelessness & Complex Needs
  - Intensive case management that houses chronically homeless individuals first before providing a suite of services that support physical, financial, and mental health and wellbeing.
  - Research indicates that the Housing First Model improves health outcomes as it reduces system-wide costs (e.g. emergency room visits, healthcare, jail & prison). According to one study, days of stable housing were higher by 140 days than standard case management.*

- Impact
  - 65% have transitioned from being homeless to either on the Community SPDAT** list or housed
  - Nearly 30% have gone from financial crisis to independence (from no income to between $750 and $1250 per month)


** Community SPDAT is a decision tool used to triage homeless individuals in order to set priorities for rapid rehousing.
Village on the Uptown Green

- 120 units of mixed income housing in UpTown
- Target tenants: 80-120% AMI; additional 50% at market rate
- Strategically located across from Market on the Green and Ebeid Center wrap around services (financial coaching, health, education/workforce)
- Will leverage $20M+ investment in the UpTown community
Resident & Stakeholder Engagement in Arts, Culture, & Wellbeing

- 583 participants
- COVID Care Kits (United Way ERF Fund)
- UpTown Walk & Roll
- Launched Monthly Ebeid Center Newsletter
- Elevate Your Side Hustle Entrepreneurship Series
- Ebeid Center Virtual Kitchen Videos
- Gardening Call In Show
- Garden to Plate Online
- Thanksgiving Dinner & Turkey Distribution
- Village on UpTown Green Community Conversation
- Received APHA Food & Nutrition Section Award
Impact Projects Currently Under Construction

445 10th St.
Wonderbread Housing Development

- Women, Minority Owned Developer
- 33 low-income housing units
- Leveraged $7.5M CDFI Investment through the ProMedica/LISC Impact Fund (ENP a catalyst to create fund)
Coming in 2021

• Impact Fund: Launched $1B Impact Goal
  – Launch markets: DTW, CLE, CHI, PITT, PHL, BAL, TOL
  – National Partnerships with Build Healthy Places, Metro Health, Green and Healthy Homes, Chicago Trust

• Launching Innovation HUB at Jefferson Center in Neighborhood
  – Support Minority, Women Owned Businesses

• Continue to drive long-term change, while responding to immediate COVID needs
Coming in 2021

- Launching Innovation HUB at Jefferson Center in Neighborhood
- Support Minority, Women Owned Businesses
- Accelerating Wealth Building, Job Creation and Entrepreneurship
- Bitwise Industries Coming to Toledo
- Scott College Scholarship Class of 2021
- Diversity in Nursing Scholarship
- Universal Pre-K Momentum
thank you