



2012

Bringing Medicine
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The Nebraska Medical Center
Community Benefit Report
Fiscal Year in Review



CEO's Message

Many things remain uncertain as this Nation tackles healthcare reform. But the people of the entire state of Nebraska and beyond can continue to rely on The Nebraska Medical Center to serve their health care needs. The reputation for extraordinary care and the level of expertise provided will not waiver with legislative changes. The Nebraska Medical Center will remain a pillar in this community; steadfast in its commitment to be the leading academic medical center in the region.

From the development of new, innovative treatments for injury and illness to serving the neediest among us, The Nebraska Medical Center and its campus partners consistently go the extra mile. In fiscal year 2012, \$109,516,542 of community benefit was given back in support of education, community outreach and charitable support for those who could not otherwise afford their medical care.

The community benefit dollars described in this report are an important investment in the health of this region and in the future of health care. We invest our time and resources because we know every citizen of this region ultimately benefits from the clinical provider training, community outreach and charitable support provided by The Nebraska Medical Center.

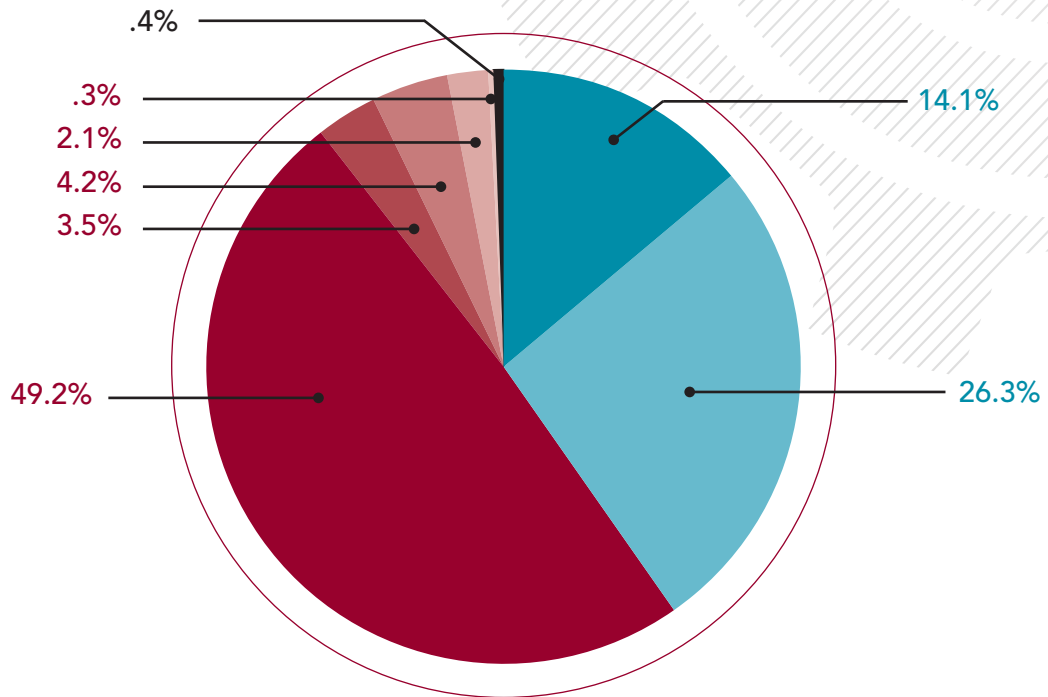
Sincerely,

Glenn A. Fosdick, FACHE, President and CEO
The Nebraska Medical Center



Community Benefit Financial Highlights

Total Community Benefit = \$109,516,542



■ UNCOMPENSATED CARE = \$44,188,227

- Financial Assistance and Other Means-Tested Programs = \$15,427,386
- Unreimbursed Medicaid = \$28,760,841

■■■■■ BROADER COMMUNITY HEALTH = \$64,479,358

- Cash and In-Kind Contributions = \$53,863,666
- Subsidized Health Services = \$3,793,750
- Health Professions Education = \$4,617,909
- Research = \$2,246,407
- Community Health Improvement Services and Community Benefit Operations = \$377,327

■ COMMUNITY-BUILDING ACTIVITIES = \$429,256

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What do these numbers mean?

UNCOMPENSATED CARE

Charity Care and Other Means-Tested Programs

The Nebraska Medical Center, as a not-for-profit, 501(c)3 tax exempt entity, provides charitable medical care to those who qualify. The hospital has financial assistance policies which outline the procedure for patients of limited means to apply for help with payment of their medical expenses. Patient financial counselors assist patients and families with this process which includes meeting financial qualification guidelines. For fiscal year 2012, the hospital provided free care to uninsured and underinsured individuals in the amount of \$15,427,386.

Unreimbursed Medicaid

In addition to free care provided to those who qualify, The Nebraska Medical Center also accepts any patient who carries Medicaid insurance. The cost of providing medical care exceeds the amount of reimbursement provided to hospitals by Medicaid insurance, thus creating a shortfall. That shortfall is considered a community benefit because hospitals reduce the government's financial burden by covering that shortfall. Last year, the total amount covered by The Nebraska Medical Center for patients carrying Medicaid insurance was \$28,760,841.

BROADER COMMUNITY HEALTH

Cash and In-Kind Contributions

As an academic medical center, The Nebraska Medical Center's largest community benefit is its support of the University of Nebraska Medical Center's (UNMC) academic programs and operations. Providing a clinical teaching environment to help educate the students of UNMC is part of the mission of The Nebraska Medical Center. Making sure the community has access to necessary health education programs, critical and specialty medical services and state of the art facilities are top priorities for The Nebraska Medical Center. Further, the hospital practices good citizenship by providing financial and in-kind support to other local charitable organizations. In fiscal year 2012, \$53,863,666 was given by the hospital in the form of grants for operational support, charitable contributions and in-kind donations of good or services to other 501 (c) 3 organizations.

Subsidized Health Services

These figures represent the cost of providing necessary health services for the community, despite a financial loss to the hospital. Some examples of subsidized services that qualify as community benefits include burn units, specialty services for women and children, emergency and trauma care, behavioral health services, palliative care, community clinics and neonatal intensive care units. The total dollars provided by The Nebraska Medical Center to subsidize necessary health services was \$3,793,750.

Health Professions Education

The support of education for current and future health care providers is a countable community benefit. The numbers represented here include a hospital's direct financial support of medical education, internships, residencies and fellowships, as well as nursing and allied health education programs. There are direct costs associated with providing education for providers, and there are also the indirect costs of staff time required to provide future doctors, nurses and allied health providers a clinical setting with hands-on opportunities - which is a critical piece of their education. Sixty percent of the providers practicing in the state of Nebraska received some sort of clinical training from The Nebraska Medical Center. The dollars in this category for fiscal year 2012 were \$4,617,909.



Research

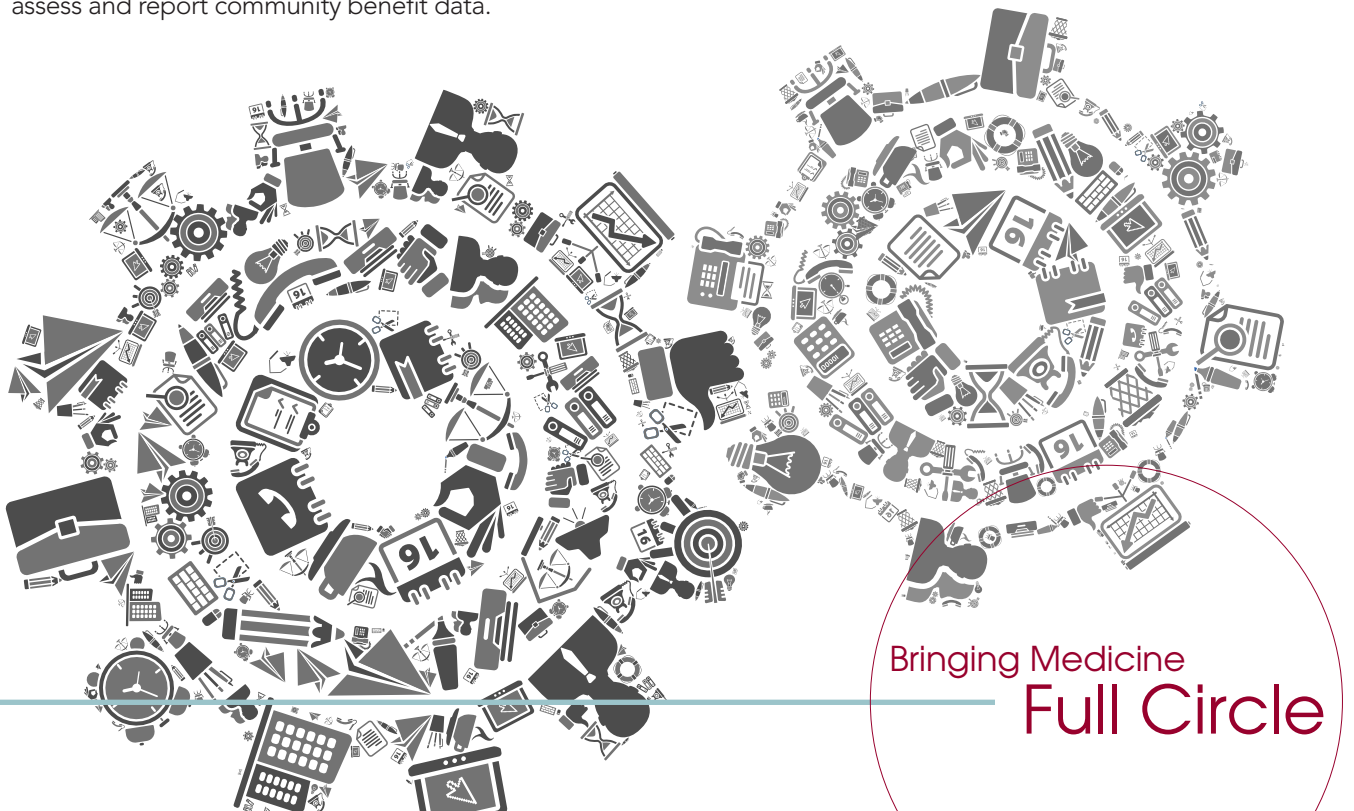
Medical research is the cornerstone of advancements in the technology and practice of medicine. While the University of Nebraska Medical Center (UNMC) provides the main research component to the medical center campus, the hospital also participates in research studies and clinical trials in order to advance medical treatments and improve outcomes for patients. These community benefits equaled \$2,246,407 in fiscal year 2012.

Community Health Improvement Services and Community Benefit Operations

Community health improvement services include activities designed to improve the community's health. Fiscal year 2012 saw \$377,327 in hospital resources expended in a community-based setting. These activities extend above and beyond routine patient care, and are not billable services. Some examples include participation in health fairs, free and reduced-cost health screenings, support groups for patients and families and education on various health topics to the community at large. This category also includes outreach efforts to improve access to care for vulnerable populations. A significant expense reflected in this category is the staff time required to implement these health improvement activities and the community benefit operations staff time to track, assess and report community benefit data.

COMMUNITY-BUILDING ACTIVITIES

Community-building activities are designed to address the root causes of health problems. Poverty, homelessness and environmental problems all contribute to poor health. The types of programs included in this category support workforce development and training programs to provide employment and leadership skills training, job shadowing for students interested in health careers and economic development support grants to help revitalize low-income areas and businesses. Fiscal year 2012 figures were \$429,256.



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Reaching the Community

Prevention Education and Screenings to Improve Community Health

The Nebraska Medical Center is focused on reaching the community at large; hosting annual preventative health assessments, community-based educational presentations and free and low-cost health screening activities.

The annual stroke risk counseling event is one such event - focused on educating the public to recognize the signs of a stroke and the importance of quick reaction to those signs. "Immediate care is crucial in treating a stroke patient," says Denise Gorski, nurse case manager at The Nebraska Medical Center Stroke Center. Studies show that those patients who receive specialized treatment from a dedicated health care team within a few hours of the first sign have better outcomes. "Being educated to recognize the signs and knowing where to seek treatment can prevent long-term disability," says Gorski.

Assessing personal risk for stroke helps individuals recognize changes they can make in their own lives to reduce their risk. "Many risk factors for stroke can be changed or managed," says Dorothea Rohlfson, nurse case manager at The Nebraska Medical Center Stroke Center. "For each decade of life after the age of 55, the chance of having a stroke doubles." The annual stroke risk counseling event is a free opportunity for anyone to sit down face to face with a stroke specialist and discuss the best way to mitigate their risk factors.

In an effort to help patients living with chronic conditions such as diabetes, the medical center staff provides more intensive, hands-on demonstrations to educate those affected. Hosting events which encourage crowd participation resonates well with the attendees of the Diabetes Health Fair. Each year the staff comes up with clever ways to highlight the American Association of Diabetes Educators 7 Self-care Behaviors® for successful management of diabetes. "It is important to teach people with diabetes how to successfully manage their condition," says Cindy Mathiasen, clinical educator. "We made the focus of this health fair interactive so attendees can take away useful information they can immediately implement in their lives."

The most popular interactive session is the cooking demonstration used to communicate the principles of healthy eating as a self-care behavior. Each year Nessie Ferguson, registered dietician, selects a popular meal item and works with the executive chefs at the medical center to make a recipe that is diabetic friendly. "The main goal is to show people living with diabetes that they can still eat delicious food, feel satisfied and be healthy," says Ferguson.

Other activities at the fair include personalized workout plans with an exercise physiologist, meal planning with a registered dietician, free foot exams, glucose testing meter review, massage and discounted blood work. "Diabetes education provides knowledge and skill training and it incorporates problem solving and developing coping skills," says Marilyn Miller, clinical educator. "Significant behavior changes are necessary to achieve effective self-care management." The



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health fair committee is dedicated to being a part of the behavioral change solution by offering new and creative ways for patients to implement the self-care behaviors.

Traditional health screenings are a main attraction at any successful event. This year 801 individuals took part in screenings for a variety of cancers. "Screening is the first step in the fight against cancer and it is critical that a comprehensive cancer center provide these activities to the public to educate all about the importance of screening and the ability to catch cancers early and treat, often times, less aggressively," said Theresa Franco, executive director of the Cancer Care Service Line at The Nebraska Medical Center. "It truly makes a difference in being able to be cured."

As part of the Great Plains Colon Cancer Taskforce fecal occult blood test (FOBT) kit project, the medical center processed 200 FOBT kits. At two other events during the year, 76 more FOBT kits were distributed. Men were provided with prostate cancer screening at the Black Family Wellness Health Fair hosted at Omaha North High School. Free prostate specific antigen (PSA) lab draws and digital rectal exams (DRE) were administered this year and 54 men were screened.

The annual Oral, Head and Neck cancer screening was hosted in April. During this collaborative effort, nine faculty members, 10 medical residents and 18 cancer center staff members worked together to



screen 98 participants. Eight of those screened at the event were found to need further examination.

The DermaScan and Skin Scope screenings continue to be popular at many events. Though the DermaScan is not a diagnostic tool, it dramatically shows cancer-causing sun damage on the face of participants. The service also tends to draw a crowd to the Cancer Care Services table at these events. 350 participated in the screening and received more information about cancer prevention and early detection.

As one of the largest health care providers in the state and region, The Nebraska Medical Center remains committed to improving the health and wellbeing of the community. Our participation in large health fairs, local business and community-wide health events continues to grow. Promotions planned for next year will offer members of the community the opportunity to participate in screenings and educational programs.

“ Screening is the first step in the fight against cancer.”

– Theresa Franco, executive director of the Cancer Care Service Line at The Nebraska Medical Center



Beyond Routine Medical Care

In addition to the support provided to the community, The Nebraska Medical Center, a registered not-for-profit charitable organization, also relies on the generosity of the community it serves to help further its mission. Not only is there a commitment to excellence at the bedside for every patient, but that commitment to caring extends well beyond routine medical care and into caring for the whole person.

Many patients faced with life-altering illness rely on the charitable medical care they receive from The Nebraska Medical Center. But, for those who qualify for charitable assistance with their medical care, that financial burden often spills over into their everyday lives as well. The Office of Development works tirelessly to raise funds to help patients with overwhelming financial needs keep their focus on healing. The time and resources used to raise these funds to help patients is a community benefit. The Patient Assistance Fund is funded entirely by charitable contributions from concerned individuals and caring organizations. The fund helps provide an extension of the hospital's own charitable mission beyond the walls of the institution.

If you would like to make a donation to The Nebraska Medical Center, please call the Office of Development at 402-552-2029.

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The Patient Assistance Fund

There's nothing easy about cystic fibrosis (CF), especially if you live seven hours away from the closest CF treatment clinic. Erica Williams, who lives in Phillip, S.D. has been making the seven-hour trek to The Nebraska Medical Center at least two to four times a year for treatments for the past 13 years.

Diagnosed with the disease at age 22, it has changed Williams' life. An athlete throughout her high school and college years, Williams earned a four-year scholarship to play volleyball at Black Hills State University in Spearfish, S.D.. After college, physical activity became more difficult, however, as CF set in. Williams worked in banking for 10 years but had to quit her job and go on disability several years ago to focus on her health.

That's when the multiple trips to The Nebraska Medical Center started to become a hardship for Williams and her parents, who must accompany her on the visits. Last year, she developed a mycobacterium

in her lungs that increased her trips to every three months, for a week or more at a time, for treatments to eradicate the bacteria.

"When you figure in the gas and lodging, it really adds up," says Williams.

The Nebraska Medical Center's Patient Assistance Fund, which has provided Williams gas cards and lodging assistance for her parents, has helped make those trips more manageable. When patients and their families are faced with overwhelming financial demands during their stay here, the Patient Assistance Fund can help by providing financial assistance for basic needs such as transportation, lodging, food and clothing.

“*It has helped out immensely. We are so thankful for the help.***”**

**– Erica Williams,
Patient Assistance Fund recipient**

"The Patient Assistance Fund is a very important resource for many of our patients and families, especially those who live far away," says Laura Romero, social worker at The Nebraska Medical Center. "Patients are so thankful when we are able to help them at a time that is already difficult."

Managing CF requires several daily airway clearance techniques that the patient performs on his or her own. Depending on the severity of the patient's condition, they must also come to the CF clinic several times a year for more concentrated treatments. The goal of treatment is to reduce damage to the lungs by regularly clearing the thick CF mucus from the airways. This helps reduce inflammation, the severity and frequency of lung infections and subsequent lung damage.

"These trips are very important to help Erica maintain control of the disease," says Romero. "Help from the Patient Assistance Fund really does relieve a small part of the burden for these medical trips."





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