

# Mary Washington Healthcare Community Benefit Report 2011

## Citizen Advisory Council Update

Our Community Benefit initiative continued with an active Citizen Advisory Council (CAC), which consists of approximately 120 residents from Caroline, King George, Spotsylvania, Stafford, Westmoreland, southern Prince William and eastern Orange counties and the city of Fredericksburg. Here are the highlights of our members' activities:

- A Healthy Communities Partnership was formed with CAC members and local organizations to conduct the first comprehensive regional Community Health Needs Assessment.
- CAC representatives helped to prioritize the top ten needs the Assessment revealed and to identify community resources as potential partners to address them, particularly in underserved rural areas.
- Citizen Advisors served on seven steering subcommittees, which included Strategic Planning and

Needs Assessment, Data Collection, Communications, Physician Engagement, Associate Engagement, Evaluation, and Financial Assistance. Their input was instrumental in shaping our financial assistance policy.

- Citizen Advisors participated in newly-formed Department Citizen Councils with our Centers of Excellence, providing feedback to clinical teams on service delivery and patient satisfaction, and learning about our Centers so they can help to raise community awareness of what we do.
- CAC got the first look at our Community Health Information Resource website, a new tool providing public access to reliable health information at [chir.mwhc.com](http://chir.mwhc.com).

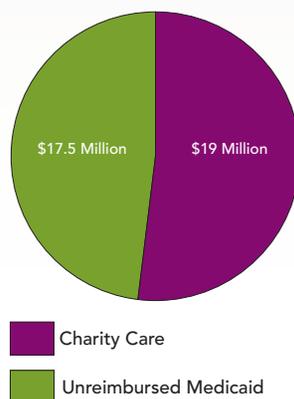
*If you'd like to join the CAC, contact the MWHC Community Benefit Department at 540.741.2112 to request an application.*

## 2011 Community Benefit \$57.5 Million

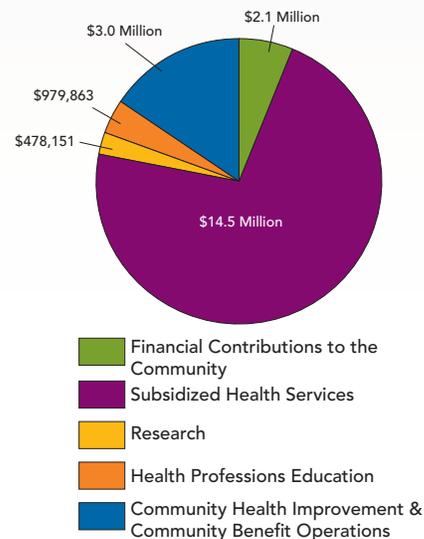
Note: Over \$27.4 million in unreimbursed Medicare was also provided. While the IRS does not recognize this as Community Benefit, it is an additional contribution to the community by MWHC.

*All financial information is pending final audit.*

### Charity & Uncompensated Care - \$36.5 million



### Health Education Programs & Services, Financial Contributions - \$21 million



## Community Benefit Program Receives Virginia Hospital & Healthcare Association's 2011 Community Benefit Award

Virginia Hospital & Healthcare Association (VHHA) honored Mary Washington Healthcare (MWHC) with its 2011 Community Benefit Award. The coveted award was in recognition of the Heart Failure Clinic, a project of MWHC's Virginia Heart and Vascular Institute (VHVI).

This annual award recognizes VHHA member organizations that have aided their communities in extraordinary ways.

Judges strongly felt that the Heart Failure Clinic embodied the spirit of collaboration and cooperation, and that it demonstrated exceptional commitment to the health and well-being of Virginians, particularly those in the communities MWHC serves.

"Mary Washington's dedication to service not only brings well-deserved recognition to Mary Washington



Healthcare but, by extension, to all Virginia hospitals and health systems," said Laurens Sartoris, VHHA president.

The Heart Failure Clinic is the only one in our region. It was created to address a pressing community need to significantly improve heart failure patient outcomes and reduce unnecessary readmissions.

The Clinic provides comprehensive, integrated care for managing heart failure for our communities' most vulnerable populations. Patients are seen regardless of ability to pay, and the Clinic makes rigorous efforts to help them gain access to transportation, primary care, and medications.

# Healthy Communities Partnership Established

Mary Washington Healthcare, the Mary Washington Hospital Foundation, and the Rappahannock Area Health District took lead roles in developing the Healthy Communities Partnership (HCP) for our community in May 2011. Its mission is to establish a common base of understanding regarding community healthcare needs and resources, and to build upon and strengthen current collaborative efforts to improve the quality of life for area residents.

The initial goal of the partnership was to complete a Community Health Needs Assessment for Planning District 16, which includes the counties of Stafford, King George, Caroline, Spotsylvania, the city of Fredericksburg, and areas of Orange county. In addition, we completed an expanded assessment of our public service area including parts of Prince William and Westmoreland counties.

Volunteers representing regional hospitals, the health department, insurers, private businesses, community-based organizations, and healthcare and mental health services providers came together to share information and experiences, review relevant data, and consider community input to determine critical healthcare needs.

In 2011, the HCP reached its goal and is moving forward with the next phase of work. Specifically, the HCP accomplished the following:

- Actively engaged the community and

- stakeholders in assessing healthcare needs
- Established selection criteria for identifying healthcare priorities
- Established parameters for data collection and guided research efforts
- Identified high-priority unmet healthcare needs

Results established the identification of the top ten community health needs. (See page 18)

Through this process, the HCP determined that access to primary care providers closely ties to all of the healthcare conditions identified by the HCP, has impact on incidence and mortality rates, and affects area residents' overall quality of life.

The primary issue the HCP will address in 2012 is to increase the number of indigent/uninsured people who have a medical home and/or access to a primary care provider (first contact care). Goals for 2012 include:

- Establishing mechanisms that strengthen current efforts to work together to improve healthcare outcomes for area residents
- Establishing a forum for further discussion and action addressing one of the highest priority needs
- Broadly communicating assessment and intervention results throughout the region

The Healthy Communities Partnership is financially supported by Mary Washington Healthcare, the Rappahannock United Way, Rappahannock Area Community Services Board, GEICO, the Free Lance-Star, Kaiser Permanente of the Mid Atlantic States, and the Mary Washington Hospital Foundation.

## Healthy Communities Partnership Top 10 Community Health Needs

*(ranked in order of priority)*

1. Cancer (colorectal, lung, breast)
2. Cardiovascular disease
3. Obesity
4. Diabetes
5. Mental health issues
6. Access, awareness, and affordability of healthcare
7. Tobacco use
8. Substance abuse
9. Dental health
10. Senior health issues (osteoporosis, dementia, falls/fractures)

## MWHC Launches Online Tool to Help with Community Need

Last summer, Mary Washington Healthcare launched a Web-based tool to serve as a resource to understand the health, environmental, and other quality-of-life indicators that affect our communities, and to create a resource for planning how to address the problems that we face.

This new tool, the Community Health Information Resource (CHIR), allows local communities like ours to collect important information on community health issues and to develop concrete actions to alleviate specific community health problems. There are over

100 health and quality-of-life indicators at the county and zip code level, as well as over 1,000 community-level interventions.

With CHIR, our region's healthcare and government leaders are able to identify our strengths and weaknesses, and learn about best practices to address the high human and financial costs of poor health.

The benefits of CHIR are many. This tool provides:

- Information on more than 100 indicators with detail (constantly updated)
- Links to 1,000+ community best practices, local resources
- A community initiative platform so that we can start planning our own solutions to local health issues
- Best practice sharing from other regions
- Links to vital health services as well as free and low-cost preventive programs and classes

Elected officials, community benefit leaders such as MWHC, government agencies, not-for-profit organizations, and civic-minded members of the general public are able to:

- Increase the capacity for local government and health directors to meet national performance standards
- Assist in developing community assessment reports and strategic planning
- Bring stakeholders together, enabling traditional healthcare to partner with public health and the communities the hospitals serve

Log on to [www.chir.mwhc.com](http://www.chir.mwhc.com) to find out more.