



## Community Benefit at a Glance

| FY 2010

### *A Tradition of Caring for the Community*

**W**hen WakeMed opened as Memorial Hospital of Wake County in 1961, one thing was certain – it would be an institution with an unwavering commitment to the communities it serves. Now – 50 years after WakeMed’s establishment – we continue to fulfill our commitment to all those who enter our doors and those we serve outside our walls.

WakeMed is Wake County’s largest private employer and a cornerstone of the community. It is a locally owned and operated, not-for-profit health system offering a broad range of preventive, primary, acute and tertiary care services. Our key centers of excellence include:

- Heart & vascular services
- Orthopaedics
- Neurosciences
- Emergency & trauma
- Women’s services
- Children’s services
- Surgical services
- Rehabilitation

Community outreach activities and initiatives such as health screenings, seminars, health fairs and support groups, help us attain our goal of extending our mission beyond our walls by taking our services directly to community organizations to reach community residents. At these events, we not only provide valuable services and information, we also help people understand that high-quality health care services are available to them regardless of their ability to pay.

As a special thank-you to the community residents we serve for their continued support throughout our 50 years of service, our caregivers provided more outreach services than usual in 2011.

Each year we serve, support and work closely with the community in many ways. We absorb the health care costs of those who are unable to pay for their care which was in excess of \$67.3 million in unreimbursed costs during the past year. We educate and train physicians and caregivers. We develop new services to improve access to care and meet the needs of the underserved. We partner with community-based organizations to develop programs that answer a need. We donate to community charities and organizations whose goals mirror our mission. And, we offer a host of community outreach and education programs.

### **The WakeMed Mission & Vision**

#### **Our Mission**

WakeMed provides outstanding and compassionate care to all who seek our services.

#### **Our Vision**

WakeMed is the region’s preferred health care system, providing high quality patient care and technological leadership. Our physicians, employees and volunteers represent the best minds and biggest hearts in the business.

### **Community Benefit Program Planning**

The WakeMed Community Benefit Program and reporting process have been in place since 1999. To ensure that our efforts truly reflect community needs, and to ensure we are compliant with related federal guidelines, the WakeMed Board of Directors established a Community Benefit Task Force in 2010. The task force includes Board members, physicians and a broad cross section of community leaders who continue to help align WakeMed’s resources and support with community health needs, our mission, our vision and our strategic plan.

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After reviewing information including the results of the 2010 Wake County Community Health Needs Assessment, the task force developed WakeMed's Community Benefit Policy and formal Community Benefit Plan. Internal and external partners were also consulted to help develop a three-year plan to ensure our Community Benefit Program meets future community needs. We expect the plan to evolve as needs and resources change.

## Community Profile & Needs Assessment

### Where Our Patients Live

WakeMed serves patients from all 100 North Carolina counties and beyond with most coming from Wake and Johnston counties. These counties are growing. North Carolina Office of the State Demographer data reveals an anticipated 19 percent increase in the Wake County population and a 17 percent increase in the Johnston County population by 2015.

### Race & Ethnicity

The majority of the residents in Wake and Johnston counties are white (73 percent combined average). Approximately 19 percent are black. The remaining 8 percent are Asian, Hispanic and "other/unknown".

### Key Health Indicators: Wake & Johnston Counties

WakeMed frequently collects and reviews health indicators for the populations we serve.

	Wake County	Johnston County
Percentage of low-weight births	7.7%	9.1% (2008)
Teenage pregnancies/1,000 aged 15-19	40.7	61.4 (2008)
Births	13,542	2,535 (2008)
Persons Living in Poverty	7.5%	12.5% (2000)
Percent Uninsured	13.4%	17.8%

### Aging of the Population

Wake County is experiencing marked growth in persons age 65+ (7.2%/year) and persons age 45-65 (4.7%).

### Wealth

The population in the WakeMed market is far from homogeneous. There exist extreme differences in wealth, ranging for very wealthy census tracts to very poor census tracts.

### Leading Causes of Death

In Wake County, the leading causes of death are cancer, heart disease, cerebrovascular diseases, chronic lower respiratory diseases and diabetes.

### Conclusions

When considering all of the characteristics of the people we serve, and the current health care industry climate, it is clear that we must continue to be extremely accurate in matching our community investments with community needs.

### Community Needs Assessment

The community needs assessment is a process that helps us identify factors affecting the communities we serve (Wake County in particular); determine the resources needed to address these factors; and develop a related action plan. WakeMed is using Wake County's 2010 community needs assessment to help determine the areas where WakeMed should focus its community benefit efforts.

The assessment targeted four areas to determine community challenges and needs:

- Most important community issues
- Most important environmental issues
- Most important risky behaviors
- Most important health issues

For our purposes, the Wake County Community Assessment is an effective tool to help us identify the top priorities for our health system. In addition, we collect and analyze numerous sources of primary and secondary data to help us gain a complete picture of the communities we serve and their needs. Our effective response to these needs is mission critical. We also need to be sensitive to the needs of the neighbors in the immediate vicinity of our facilities because we are members of these communities.

### Community Benefit Plan

The goal of the community benefit plan for a health care organization is to meet the specific health care needs of the community, both inside and outside facility walls. The Community Health Needs Assessment identified obesity, diabetes, mental health, injuries and teen pregnancy as some of the most important health issues facing our community. WakeMed also recognizes access to affordable care, heart disease and overall children's health as key needs.

Community demand for assistance far exceeds WakeMed's available financial resources. As a result, WakeMed evaluates all potential activities based on community need; services

WakeMed is qualified to provide; and community partnership opportunities.

We also consider which program/service would have the greatest positive impact by matching our core strengths and mission with community needs; determining the most cost effective way to meet those needs in a manner that is consistent with our mission and image; and calculating how the service we provide will impact the health system's bottom line and financial health.

WakeMed's core strengths include:

- Critical care services
- Emergency & trauma services
- Heart & vascular services
- Pediatric & neonatal care
- Physical rehabilitation
- Women's health & high-risk obstetrics
- Emergency response
- Provider education
- Workforce development
- Collaborating with the community for the community's sake

## **Areas of Focus: FY 2010 & 2011**

### **I. Access, Affordability & Gaps**

- Improve access to care** – WakeMed expanded and will continue to expand its network of primary care providers to address the shortage of such providers in our region. In addition, WakeMed is expanding its network of emergency departments to ensure area residents have ready access to care where they work, live and play.
- Improve access to appropriate & affordable health care to the underserved populations in Wake County** – We provide quality health care at no cost or at a significant discount to the uninsured and underinsured and those not covered through a government program while keeping within our organization's financial limitations. We ensure our discount and collection policies are consistent with our commitment and responsibility to provide care to patients with our need to secure reimbursement. Our policies and targets are reviewed and set annually, and we proactively and respectfully communicate financial responsibilities for care to our patients.

- Collaborate with community partners to respond to health care gaps & other community needs that are unmet & fall outside WakeMed's strengths & resources** – We partner with other community health care providers who serve the underserved and support a stronger community referral process within our emergency departments, clinics and inpatient services. Through collaboration, we also continue to seek solutions to the mental health service shortcomings in Wake County. While there is no comprehensive solution to date, WakeMed has expanded the services provided inside our facilities for patients who have mental health and medical needs.

### **II. Disease Prevention, Management & Health Education**

- Promote & support the optimal prevention & management of chronic diseases, injuries & illnesses in children** – WakeMed maintains pediatric asthma, diabetes, Energize (pediatric exercise program to combat childhood obesity), injury prevention programs and initiatives in Wake County. We use our resources and personnel to provide important health education and information to community members at community-based seminars, health fairs and events and seek grant funding to support chronic disease management programs. In addition, WakeMed closely collaborates with and funds Advocates for Health in Action, which advocates for active lifestyles and healthy behaviors among our community's youth.

In addition to activities related to preventing chronic disease, we also coordinate and support efforts to prevent injuries. WakeMed continues to serve as the lead agency for Wake County Safe Kids Coalition and offers injury prevention tips through blogs and community events. By providing injury prevention information about helmet safety, proper medication use and other topics, our injury prevention efforts reach adults and children alike.

- Increase focus on improving & maintaining cardiovascular health, with an emphasis on addressing heart disease, stroke & diabetes & other health issues pertinent to building a healthier community** – During the past two years, hundreds of area residents have received hands-only CPR training because of a partnership between WakeMed and the American Heart Association. WakeMed nurses and physicians also reach out to community residents by providing heart-healthy

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Unreimbursed cost of treating charity care patients	\$67,311,767
Unreimbursed cost of treating Medicare patients	\$51,099,324
Unreimbursed cost of treating Medicaid patients	\$33,431,758
Health Professions Education	\$22,212,130
Community Education, Health Improvement, Outreach & Contributions	\$5,420,007
<b>TOTAL DIRECT COMMUNITY BENEFIT</b>	<b>\$179,474,986</b>

WakeMed categorizes charity care as care given to any person who has no third party coverage of any kind and is at a poverty level which prohibits them from paying for their care. The unreimbursed cost of treating Medicare and Medicaid patients is the difference between government reimbursement and the hospital's actual cost to provide that care.

screenings (cholesterol, blood glucose, stroke, etc.), education and information at seminars, events and health fairs at various community events. WakeMed also opens its facilities free of charge to organizations offering support groups that match our mission.

### III. Workforce Development

- a. **Continue efforts related to workforce development & educating the health care providers of today & tomorrow** – WakeMed has and continues to partner with the University of North Carolina at Chapel Hill, North Carolina State University, Campbell University, Wake Technical Community College, Johnston Community College, and other institutions to train current and future nurses, physicians, allied health professionals, emergency medical technicians and other health care providers through on-site education and training opportunities. Providers throughout the region also benefit from the scenario-based educational opportunities available in the WakeMed Center for Innovative Learning.

Through our partnership with Wake Area Health Education Center, we also continue to expand our continuing medical education and accredited programming serving providers in an eight-county area.

### IV. Community Building Activities

- a. **Provide support & leadership in community building activities that address the root causes of health problems** – WakeMed officials work closely with elected officials on key policy decisions and participate in economic development activities.

The WakeMed Raleigh Campus is an important resident of the neighborhood that surrounds it. We currently work with the East Raleigh Community Advisory Council to improve our neighborhood and develop a medical district.

- b. **Encourage employee, volunteer and physician participation, philanthropic support & volunteerism in the community directly to organizations or through WakeMed activities** – Members of the WakeMed family share their skills with the community through their own associations with area churches and organizations and during WakeMed-sponsored activities. This information is gathered by WakeMed.

- c. **WakeMed donates excess & reusable equipment & supplies to local non-profit agencies & third-world mission organizations to support the Surplus program** – Wake Smiles, Kazumu Hospital in Africa, Project Health Leon and House of Joy are several organizations that have received equipment and supplies from WakeMed.

## Our Community Partners

In FY 2010 and 2011, WakeMed provided cash and in-kind donations to and/or partnered with the following charitable organizations in efforts to serve our community's health care needs or improve the communities we live in.

Action for Children	Hilltop Home	NTFA- South Atlantic SCI Fund
Advocates for Health In Action	Horizon Health Center	Occoneechee Council
Alliance Medical Ministry	Hospice & Palliative Care Center of Alamance-Caswell	Open Door Clinic
American Cancer Society	Hospice of Alamance County	Poe Center for Health Education
American Diabetes Association	Hospice of Wake County	Pretty in Pink Foundation
American Heart Association	Interact	Prevent Blindness of NC
American Red Cross	Inter-Faith Food Shuttle	Public Health Foundation
Autism Society of NC	Junior League of Raleigh	Raleigh Police Memorial Foundation Inc.
Boys & Girls Club	Juvenile Diabetes Research	Read & Feed
Brain Injury Association	Leukemia & Lymphoma Society	Safe Child
Capital Care Collaborative	Loaves & Fishes Ministry Inc.	The Healing Place
Catholic Parish Outreach	Marbles Kids Museum	Triangle Family Services
Center for Volunteering Caregiving	March of Dimes	Triangle Disability Associates
Chambers of Commerce: Raleigh, Cary, Wake Forest, Apex, Fuquay- Varina, Knightdale, Clayton, Garner, Morrisville	Marrkens Development Center	Town of Cary
Church of the Good Shepard	Methodist Home for Children Foundation	United Way of the Triangle
Colon Cancer Coalition	National MS Foundation	Urban Ministries of Wake County
East Wake Educational Foundation	NC Center for Public Policy Research	Wake County EMS
Fuquay Varina Revitalization Association	NC Foundation for Nursing Excellence	Wake County Medical Society/ Project Access
Garner Educational Foundation	NC Physician Health Program Inc	Wake Early College
Girl Scouts- NC Coastal Pines	NC Prevention Partners	Wake Health Services
Guiding Lights	NC Spinal Cord Injury Association	Wake County Human Services
Halifax Regional Medical Center	NCAMSS	YMCA of the Greater Triangle
Harnett Health Foundation	North Carolinians for Affordable Health Care	

In addition, our leadership provides thousands of hours annually by serving on boards and committees which further improve the community where we live, work and play.



**WakeMed Health & Hospitals • [www.wakemed.org](http://www.wakemed.org)**

Raleigh Campus • Cary Hospital • North Healthplex • Apex Healthplex • Brier Creek Medical Park • Clayton Medical Park  
Wake Forest Road Outpatient Rehab Center • Fuquay-Varina Outpatient & Skilled Nursing Facility • Zebulon/Wendell Outpatient & Skilled Nursing Facility  
Home Health • WakeMed Physician Practices • Blue Ridge Surgery Center

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