

NORTHSIDE HOSPITAL-CHEROKEE COMMUNITY BENEFITS REPORT – FY 2008

Northside Hospital-Cherokee, formerly R.T. Jones Memorial Hospital, has been providing a full range of services to Cherokee and surrounding counties for more than four decades. Through our maternity, surgical, diagnostic and emergency services, we are meeting the growing needs of the communities we serve. As part of the Northside family, Northside Hospital-Cherokee is committed to balancing clinical excellence with compassionate care and is dedicated to providing a lifetime of care for women and their entire family.

Northside Hospital-Cherokee's mission is to provide quality, personalized, competitive health care services to meet the needs and exceed the expectations of all patients and customers.

In addition to providing hospital-based medical services, Northside Hospital-Cherokee provides a number of community-based services, designed to improve the health of area residents. Working with various organizations, hospital employees and medical staff, Northside Hospital-Cherokee participates in health education and screenings as well as provides support activities for individuals in the community living with a serious or chronic health condition.

A NOT-FOR-PROFIT COMMUNITY-FOCUSED RESOURCE

Because Northside Hospital-Cherokee Inc. is not-for-profit and is not required to return profits to shareholders like taxable organizations, we reinvest revenues in excess of expenses to enhance our capacity to deliver high-quality health care to the communities we serve. These resources provide for a long-term focus on the recruitment and retention of outstanding medical professionals, enhanced research and technologies, and new facilities and services. In addition, such resources enable us to provide numerous other services that benefit the community.

The information presented in this report demonstrates the level of community service and benefits that we have provided to the communities we serve during fiscal year 2008 – October 1, 2007 through September 30, 2008.

TO BENEFIT OUR COMMUNITIES

Northside Hospital-Cherokee defines Community Benefit as – services and activities that address community health needs primarily through disease prevention, health promotion and education, improving access to services and working with others to improve individual and community health status.

Community benefit activities highlighted in this report include:

- Charity Care
- Services and Medical Specialties
- Education for Community Health

- Broad-Based Community Outreach/Special Events
- Continuing Medical Education
- Community Service Activities

CHARITY CARE

Northside Hospital-Cherokee treats all patients, regardless of age, sex, creed, race, national origin or source of payment. All patients are treated equally with regard to charges, bed assignments and medical care, regardless of ability to pay.

Northside Hospital-Cherokee provides care without charge, or at discounted rates, to patients who meet certain criteria. Such cases are not reported as revenue or listed as accounts receivable.

We maintain records to identify and monitor the indigent and charity care we provide. These records include the amount of charges forgone for services and supplies provided under the charity care policy. During fiscal year 2008, Northside Hospital-Cherokee provided approximately \$14.9 million in indigent and charity care. Uncompensated care including indigent and charity care and uncollected accounts represented approximately \$33.2 million.

SERVICES AND MEDICAL SPECIALTIES

WOMEN'S SERVICES AND MATERNITY EDUCATION

The WomenFirst Magazine is a 16-page health publication for women ages 30-65. The free publication focuses on women in mid-life and beyond and is published three times a year. Each issue is mailed to approximately 380,000 households with an additional 10,000 widely distributed at the hospital, physician offices and throughout the community. It also is available via the hospital's Web site, www.northside.com.

The Northside Hospital MothersFirst Program is a valuable resource to women, who are already pregnant or considering becoming pregnant. *MothersFirst* offers pertinent education, classes, support groups and services for women throughout the many stages of their childbearing years, from early pregnancy through the early childhood of their baby. In fiscal year 2008, *MothersFirst* offered 2,254 classes, reaching 9,756 people.

The MothersFirst E-Newsletter, available via Northside's Web site, is a free online publication for women who are planning a pregnancy and who are already expecting. It is designed to help parents understand the changes they will experience during the nine months of pregnancy, as well, introduce parents-to-be

on the classes, maternity and clinical services available at Northside. In 2008, 1,373 individuals signed up for the newsletter.

CANCER CARE PROGRAM

In fiscal year 2008, the Cancer Care Program at Northside Hospital continued its commitment to the community through numerous outreach activities and partnerships including:

Three free *Prostate Cancer Screenings* took place in September as part of Prostate Cancer Awareness Month. Screenings were held at Northside Hospital-Atlanta, Northside Hospital-Forsyth and Northside Hospital-Cherokee. Participation included 172 men with 6 men recommended for medical follow up as a result of suspicious findings. Two confirmed cases of prostate cancer were made and 3 potential cases are pending.

Three free *Skin Cancer Screenings* were held in May – one at each hospital campus. With 244 participants, the screenings were extremely successful. Seventy-one people were recommended for follow-up treatment because of abnormal findings.

Northside Hospital partners with *The Wellness Community – Atlanta Northside* to provide psychosocial and education support to cancer patients, survivors and their families and friends. The program, which is provided without charge, is an adjunct to conventional medical treatment. The organization provides support groups facilitated by licensed psychotherapists and a variety of educational workshops, stress reduction classes and social events to help participants learn that they are not alone in their fight for recovery. Programs are available in Atlanta, Forsyth and Cherokee.

The Network of Hope is a cancer survivor's group at Northside, led by volunteers, who also are breast cancer survivors. The volunteers support newly diagnosed patients through sharing, strength and support. They also assist with education, specific to early detection and Breast Self Exams, in our Community Outreach Program. With 36 volunteers in 2008, Network of Hope volunteers contributed more than 1,600 hours of their time.

SUPPORT SERVICES

The *Northside Hospital-Cherokee Auxiliary* assists the hospital with a tremendous amount of volunteer hours and financial assistance. At Northside Hospital-Cherokee, there are approximately 75 active volunteers, ranging in age from 14 to 92 and working in more than 15 areas throughout the hospital. Annually, they give more than 12,000 hours of service back to the hospital and community. The volunteers benefit the community by adding a special caring touch as they interact with patients and families throughout the hospital. In 2008, the Auxiliary contributed more than \$17,000 to the hospital for equipment and departmental special projects including the purchase of a new transport cart and

a mannequin for the Women's Center to use in training staff for neo-natal and birthing traumas. In June, the Auxiliary worked with other local groups to coordinate a donation drive for personal care and other items for soldiers overseas. The campaign resulted in the sending of 250 care packages to soldiers.

Northside Hospital operates a *Call Center* to take phone registrations for classes and for free physician referral. In 2008, the Call Center took 14,817 calls for class registration and 13,177 calls for physician referral.

In addition to the support that our *Chaplain Services* provides to staff and patients, they also assist community spiritual leaders and clergy who visit the hospital and are called on frequently to provide both education and support to community agencies. Recent examples of this include:

- Providing Volunteer & Staff Orientation education regarding Cultural Diversity and spiritual needs including grief, end-of-life concerns, advance directives and more
- Working with hospital and area religious leaders in the community

In addition to normal duties, the *Patient Relations (Customer Service) Department* provides resources to patients and their families. They provide:

- Assistance with finding transportation home or to other destinations
- Meal vouchers to hospital cafeteria to patients/family members/visitors who experience long wait times or have been inconvenienced
- Assistance with hotel accommodations
- Assistance with contacting notary public
- Assistance with locating local vet for patients admitted while traveling through town

The hospital's *Interpretation Services Department* provides language interpretation services as needed, around the clock to patients and their families via hospital staff and a telephone interpretation service. In fiscal year 2008, Northside Hospital-Cherokee provided telephone interpretation in 23 different languages for a total of 366 hours. In addition to the telephone interpreter, the hospital also has a team of Spanish interpreters to provide live interpretation services to patients and their families.

EDUCATION FOR COMMUNITY HEALTH

SPEAKERS' BUREAU

The Speakers' Bureau provides a significant amount of educational programs and materials to organizations and individuals each year. The program offers free community lectures on a regular basis, providing useful information about a variety of health-related topics including exercise, nutrition & weight control,

women & heart disease, breast health, sleep disorders, and more. In 2008, Northside offered health screenings to 53 groups, reaching 5,771 people.

CORPORATE & COMMUNITY HEALTH SOLUTIONS

Northside Hospital provides health screenings, on-site at large companies, to detect early risk factors of disease by offering the broadest, most comprehensive array of clinical screening services and healthy lifestyle education to the people of North Atlanta. Health screenings are conducted throughout the year and include cholesterol/glucose testing, skin cancer screening, coronary risk profile, hearing screening, osteoporosis screening, pulmonary function testing, body composition analysis, sleep quality screening, blood pressure screening and breast cancer risk assessment. In 2008, Northside offered health screenings to 53 groups, reaching 5,771 people.

SUPPORT GROUPS

Support Groups offer patients and the community a way to cope with the issues they face with the comfort of knowing that there are others there to help. Northside Hospital offers various support groups, conducted at the hospitals and supported by various staff members who organize, lecture and facilitate.

Examples of 2008 support groups are:

- Perinatal Loss
- Bereavement
- Breastfeeding
- Boredom Busters (for patients on hospital bed rest)
- Parents Partnered for Preemies
- Cancer
- Breast Cancer
- Stroke
- Bariatric Surgery
- Diabetes

WEB SITE

Northside Hospital's official Web site, www.northside.com, has been ranked #1 by Atlanta Consumers every year since 2005 in the National Research Corporation's annual Healthcare Market Guide Study. The site features information about hospital programs and services, a clinical trial database, health encyclopedia and general health content about surgeries and procedures, physician directory, pregnancy newsletters and a comprehensive employment section. In 2008, more than 682,000 people visited the Web site.

PARTNERS IN EDUCATION

Northside Hospital's Partners In Education program sponsors 76 schools in seven north metro Atlanta counties: Cherokee, Cobb, Dawson, DeKalb, Forsyth, Fulton and Gwinnett. Our commitment to our Partners In Education schools represents the hospital's mission and values and its continued efforts to support

women, families, education and health & safety. Through these partnerships, we fulfill health care equipment needs; offer clinic supplies; participate in fundraisers; support Career Days, Jump Rope for Heart and President's Physical Fitness Challenge; sponsor wellness tracks and playgrounds; and much more. Our partner schools support Northside with art projects for patients, participating in our fundraising walks for health care causes and volunteering with our Community Connection Volunteer Program.

BROAD-BASED COMMUNITY OUTREACH/SPECIAL EVENTS

TENNIS AGAINST BREAST CANCER

In October 2007, Northside Hospital organized the fifth annual "Tennis against Breast Cancer" event, luncheon and fashion show at multiple locations in North Fulton and Forsyth to raise community awareness of breast cancer prevention and education. More than 300 women participated in tennis fundamental drills and enjoyed lunch and a tennis fashion show. Physicians at each luncheon gave presentations on new state-of-the-art digital breast cancer diagnostic tools available. More than \$19,300 was raised for the Northside Hospital Breast Care Program, for the educational and emotional support of breast care patients.

CELEBRATION OF LIGHTS

The 2007 Celebration of Lights Christmas Tree Lighting and Festival was a special celebration for Northside Hospital's cancer patients, their families and the communities we serve. Trees were lit atop the 980 Doctors' Centre in Sandy Springs, the Northside/Alpharetta Medical Campus and Northside Hospital-Forsyth in Cumming. More than 4,000 Northside Hospital employees, physicians, cancer survivors, families and community members attended the event at Northside Hospital-Forsyth. Guests enjoyed face painters, clowns and performances by local school groups. Educational materials were available on cancer care and prevention as well as health services at Northside Hospital-Forsyth. Lights on the trees could be purchased in honor or memory of a loved one, and nearly \$50,800 was raised for the Northside Hospital Cancer Care Program.

CHARITY GOLF CLASSIC

The 2008 Northside Hospital Charity Golf Classic was a corporate fundraiser for the Northside Hospital Blood & Marrow Transplant Program (BMT). Held at the Atlanta Athletic Club in Duluth Country Club in Sandy Springs, 256 golfers played 36 holes and raised more than \$191,300 to provide medical care, medicine, transportation and family housing during treatment for BMT patients and their families.

BABY ALUMNI BIRTHDAY PARTY

The 2008 Northside Hospital Baby Alumni Birthday Party at Zoo Atlanta was Atlanta's largest birthday party. More than 5,000 children (born at Northside

Hospital or Northside Hospital-Cherokee) and their families celebrated and enjoyed face painters, crafts, birthday cookies as well as an evening visit of the animal exhibits. More than 19,000 babies were born in the Northside Hospital system in 2008.

CANCER SURVIVORS' EVENT

Northside's annual Cancer Survivors' event celebrates our patients' lives through laughter and song. The more than 450 guests who attended our 2008 event came away touched with the knowledge that even though cancer is a dreadful disease, there is always hope and that life is worth living and celebrating. The free event took place at the Grand Hyatt in Buckhead.

CAMP HOPE

In April, the Northside Hospital-Atlanta Auxiliary hosted its fourth annual Camp Hope, an adult cancer camp. The three-day weekend retreat was designed to provide a respite from the medical side of cancer for those actively engaged in the treatment of their disease. The goal was to provide helpful relaxation activities and techniques, as well as entertainment and fun for the 26 Northside patients attending. Transportation to and from the camp was provided, and the entire weekend was free of charge thanks to the generosity of the Northside Hospital-Atlanta Auxiliary.

SENIORFEST

In September 2008, Northside Hospital organized and sponsored the annual SeniorFest at the Ed Isakson/Alpharetta Family YMCA. This is an annual event celebrating Atlanta's Senior Citizens and this year it included 300 seniors from four different centers in the North Fulton area. The seniors were treated to lunch, fashion show, entertainment, arts & crafts, bingo, wellness testing and lessons in proper ergonomics/body mechanics (sitting, standing, carrying, lifting, pushing) to reduce the strain on the back, shoulders and joints.

BLOOD DRIVES

Northside Hospital-Cherokee is a partner with the Metro Atlanta Red Cross to offer Blood Drives for hospital staff and the community. In 2008, six blood drives were held, collecting 250 units of blood.

CONTINUING MEDICAL EDUCATION

PHYSICIANS

Northside Hospital is accredited by the Medical Association of Georgia to sponsor continuing medical education (CME) in order to award AMA PRA Category I/M Credit to physicians. In 2008, 163 courses were offered to 1,879 physician attendees. An additional 2,212 non-MD healthcare professionals attended CME activities, a 15 percent increase over the previous year. This is

congruent with the overall mission of Continuing Medical Education: to improve healthcare through education.

CME activities generally fall into three categories:

Regularly Scheduled Conferences: Fourteen (14) scheduled conferences are conducted at Northside Hospital-Atlanta, Northside Hospital-Forsyth and Northside Hospital-Cherokee. Physicians and other providers meet on a biweekly, monthly or quarterly basis to address appropriate clinical issues in Anesthesia, OBGYN, Oncology and Surgery and, sometimes, to hear a didactic lecture. Various tumor conferences provide frequent opportunities for both medical and surgical subspecialists to discuss complex cases.

Internal Medicine Conference: The weekly Medicine Conference features faculty from across the east coast on timely medical issues of interest to primary care physicians. Topics included treatment of Alzheimer's disease; adult vaccines, war medicine, and national health insurance, to name a few. As a subset of this conference, the 2008 Women's Series, Annual Perspectives in Women's Health: Issues and Controversies, offered four lectures in such varied areas as adolescent health; the treatment of young adults with history of childhood cancer; the affect of Lupus on individualized women's health; and acupuncture. The Internal Medicine Conference hosted hospital-wide education on identification and treatment of Sepsis and also offered a multi-lecture series on The Medical Mind of Shakespeare. Finally, the Medicine Conference hosts a quarterly physician book club.

Regional Conferences: Regional conferences address specific areas of clinical excellence of Northside Hospital. As an example the Department of Medical Education hosted its first two-day conference on Pregnancy and Heart Disease.

NURSES/NURSING STUDENTS AND OTHER HEALTH PROFESSIONAL EDUCATION (CAREER PLACEMENT)

Northside Hospital-Cherokee participates in *extensive clinical and internship affiliations* with several colleges and universities. Some of these include Georgia State University, Kennesaw State University, North Metro Technical College and Appalachian Technical College. We also have opened our doors to radiology, pharmacy, paramedic, respiratory and physical therapy college students. By providing educational opportunities for college students from the metro Atlanta area and beyond, we assist students in identifying health care employment options, selecting career paths and choosing an effective and efficient educational route. This working relationship helps to lower educational costs, reduce hospital recruitment costs and significantly enhance the relationship between the hospital and the community.

For outstanding high school students interested in exploring health care careers, we again hosted the *National Youth Leadership Forum* during the summer, as

well as served 10 *Youth Apprenticeship* students per semester. We embrace the youth as our future and welcome them into the field as our potential co-workers of the future.

The Human Resources recruitment staff participated and hosted numerous *Career Planning Days & Job Fairs* throughout the year. In 2008, staff participated in a mix of 30 job fairs that included school career days, student presentations and professional conferences, reaching thousands of perspective employees.

SCHOLARSHIPS

Northside Hospital's *Northside Scholars Program* is an exciting scholarship opportunity for high-performing nursing students entering their junior or senior years. The receipt of the scholarship involves internship rotation, personalized mentoring, and a minimum of two years employment commitment to Northside Hospital following successful completion of program and graduation from a school of nursing. In 2008, \$119,238.45 was awarded in scholarships.

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COMMUNITY SERVICE ACTIVITIES

EMPLOYEE VOLUNTEERISM (THE COMMUNITY CONNECTION)

Northside Hospital promotes and encourages community volunteerism among its physicians, employees, Auxiliaries and their families and friends. Each year, our staff and physicians volunteer their time, talents and resources to make a positive impact and build strong and healthy communities. In 2008, more than 1,800 donated more than 25,000 hours of their time to more than 75 community service projects in the hospital's service areas.

A spring *Cell Phone Drive* for the local Partnership Against Domestic Violence chapter provided cell phones that in turn were reprogrammed for 911 emergency access and given to their constituents.

Summer and Fall Food Drives helped restock local food pantries.

Staff supported children through the *Children's Restoration "Angel Tree" Project* and adopted 10 Northside Hospital families who were in need through the Northside Shares Help program. A *toy drive* assisted Children's Restoration Network in a "12-Days of Caring" program to ensure that over 2,000 homeless

children in Metro Atlanta had a memorable and meaningful Christmas. Other toy drive recipients were the Cherokee Family Violence Center and MUST Ministries.

Through a new project, called "Pillow Talk", staff collected 200 pillows for residents of the *Cherokee Family Violence Center (CFV)*. Staff also collected cleaning supplies and toys for the residents at the CFV Center.

The July *Back-to-School Drive* benefitted Children's Restoration Network's Annual Back 2 School Program for homeless children in providing children in shelters and group homes with over 300 NEW book bags filled with all of the necessary school supplies and various children's books.

Business Office staff continued a partnership with a local senior retirement center. One Saturday a month, 15-20 employees play bingo with prizes, celebrate birthdays and visit with the seniors. The bond between our volunteers and the seniors has steadily grown. The seniors love children, so several employees bring their children (ages 5 and up) and family with them to visit with the seniors. Staff also annually adopt each resident (150+) and provide them with a personal care package during the Christmas season.

Through *Project Open Hand*, staff pack meals for delivery to persons with HIV/AIDS, the sick and shut-ins and the elderly. Project Open Hand prepares and delivers two freshly cooked meals, every day, seven days a week, to people with AIDS or HIV-related illnesses who need them. This project depends on the participation of more than 100 volunteers each day to cook, pack and deliver the meals.

In addition, Northside Hospital-Cherokee staff participated in community projects to help the Taste of Canton and the Cherokee Family Violence Center.

EMPLOYEE PLEDGE DRIVE

Each year, staff and physicians contribute money through payroll deductions, checks and cash to the Northside Hospital Shares Help/United Way Campaign Fund. Twenty percent of the funds raised goes to the emergency aid of Hospital employees and their dependents. To be eligible for this emergency aid, the employee must be in dire financial need due to an emergency situation. The other 80 percent of funds raised are donated to the United Way of Metropolitan Atlanta and Forsyth, who invests the money in community impact areas (Education, Income and Health to build strong and healthy communities) via 400 community programs within more than 250 different charitable organizations across the Atlanta metropolitan area. In 2008, more than \$464,000 was raised (not including gifts-in-kind) and 42 percent of employees participated. Northside Hospital is ranked the top Georgia hospital campaign in terms of financial, gifts-in-kind and volunteer support to the communities it serves.

SPONSORSHIPS

In addition to the excellent medical care and educational programs we provide to the community, the hospital also provides financial support to a number of other non-profit, community and civic causes whose missions and objectives compliment Northside Hospital's Mission and Values.

Northside Hospital gives back to the community more than any other Atlanta-area hospital. Our reputation for community outreach and support is evident in our being recognized (in independent surveys conducted by the National Research Corporation) as the leader in community outreach efforts in Atlanta.

A few of our fiscal year 2008 sponsorships include:

Northside Hospital's *March of Dimes March for Babies* team placed first in the Top Teams in Northside's market. The hospital matched all funds raised through the hospital for a total of \$218,583. Northside also provides a support group, called Parents Partnered for Premies (PPP), for those families that want additional education and support with their premature babies. PPP was the second Top Family Team in the United States, raising more than \$81,736.

Northside was once again the presenting sponsor and participant of the 2008 Sandy Springs *Relay for Life* event. This event is the signature fund raising event for the American Cancer Society. Fifty people from Northside Hospital participated in 12-hour relays and raised more than \$5,000 for this cause.

Northside Hospital was a proud sponsor of the 2008 *Susan G. Komen Race for the Cure*, an event to raise money for breast cancer research, education, and advocacy. The Northside team was comprised of 268 employees, family and friends, all walking in honor of those battling this disease. Collectively, the team raised \$10,500 for breast cancer research.

One of Northside's strategic goals in 2008 was to develop a closer relationship with *The Leukemia & Lymphoma Society's Light the Night Walk*. More than 60 Northside employees, physicians, patients and their families participated in this event, October 13, 2007, raising more than \$10,600.

In addition to the above signature events, Northside Hospital continued its partnership with *local cancer awareness organizations* such as the Georgia Breast Cancer Coalition and the Georgia Ovarian Cancer Alliance. Through these partnerships, numerous events were held that raised thousands of dollars for cancer research and also spread the importance of cancer prevention and early detection.

Additional sponsorships included the Ashford Dunwoody YMCA, Atlanta Women's Foundation, Boys & Girls Clubs of Metro Atlanta, Dawson County Family Connection, Jewish Federation of Greater Atlanta, Sandy Springs

Conservancy, WSB-TV's Family 2 Family Project, Atlanta Walk to Remember (for perinatal loss) and many others.

IN-KIND DONATIONS

Northside Hospital-Cherokee provides *Meeting Space* for various meetings, conferences, and classes for health-related, not-for-profit community groups throughout the year. Rooms were provided at no cost to any of the organizations for approximately 92 hours in 2008.

OUR COMMITMENT

We measure the success of our efforts by the number of residents we reach with our messages related to health and wellness. Our mission is to work to positively impact the overall health of the communities we serve. Clearly, education, outreach and community service allow us to broaden our impact beyond the walls of our facilities.