



**NORTHSIDE HOSPITAL**

# **Community Benefit Report**

Fiscal Year 2016

October 1, 2015 – September 30, 2016

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Northside Hospital is committed to the health and wellness of our community. As such, we dedicate ourselves to being a center of excellence in providing health care of the highest quality. We pledge compassionate support, personal guidance and uncompromising standards to our patients in their individual journeys toward health of body and mind. To ensure innovative and unsurpassed care for our patients, we are dedicated to maintaining our position as a regional leader in select medical specialties. And, to enhance the wellness of our community, we commit ourselves to providing a diverse array of educational and outreach programs.

### **Our Community Benefit Philosophy**

In addition to providing high quality hospital-based medical services, Northside Hospital provides a number of community-based services, designed to improve the health of individuals who live, work and play in the areas we serve. Working with various organizations, hospital employees and medical staff, Northside participates in health education and screenings and provides support activities for individuals in the community, including vulnerable populations.

Because Northside Hospital Inc. is not-for-profit and is not required to return profits to shareholders like taxable organizations, we reinvest our revenues, in excess of expenses, in order 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 programs and activities that provide treatment or promote health and healing as a response to identified community needs.

### **“Community Benefit” Defined**

Community Benefit applies to activities or programs that respond to identified community health needs and that seek to achieve one or more of the following objectives:

- improving access to health services
- enhancing public health
- advancing increased general knowledge
- relieving or reducing government’s burden to improve health

*The information presented in this report demonstrates the level of community service and benefits that we have provided to the community during fiscal year 2016 – October 1, 2015 through September 30, 2016.*

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## FINANCIAL ASSISTANCE / CHARITY CARE

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Northside Hospital treats all patients, regardless of age, sex, creed, race, national origin or source of payment. All patients are treated equally in respect to charges, bed assignments and medical care, regardless of ability to pay. We provide 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.

In FY2016, Northside Hospital provided \$390,784,537 in indigent and charity care. Uncompensated care including indigent and charity care and uncollected accounts represented \$501,088,105.

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## COMMUNITY HEALTH IMPROVEMENT SERVICES

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### **Corporate & Community Health Education**

In response to requests from the community, Northside Hospital physicians and employees regularly provide free lectures through the hospital's *Speakers Bureau*. Health-related topics include exercise, nutrition & weight control, women & heart disease, breast health, sleep disorders, and more. In FY2016, 807 people were served at 16 events, involving 64 staff hours.

Northside's *Smoking Cessation Program* offers participants tips on how to quit, manage stress, avoid weight gain, cope with withdrawal symptoms and much more. The seven-week sessions use a combination of group discussion and interaction, with nicotine replacement therapy, to provide the support needed to quit smoking. All classes are facilitated by trained Northside Hospital staff. Additional resources including online support services and referrals to telephone counseling also are available. In FY2016, the program enrolled 36 participants.

The *Northside Hospital Cancer Institute's community outreach staff* provide community education and outreach programs throughout the year about breast cancer, prostate cancer, lung cancer, cancer prevention, the importance of screening and other cancer-related topics. In FY2016, 2,241 Northside staff hours served 32,466 people. Approximately 79,000 people attended events where Northside was present.

*Check It Out!* is a collaborative effort between Northside and the Greater Atlanta Hadassah, which provides breast health education to high school junior and senior girls, teaching them proper breast self-exam technique and the importance of early detection and understanding risk factors. Schools in Cobb, Fulton and DeKalb counties have accepted the program as part of their health curriculum. In FY2016, the program was presented to 12 high schools, reaching 1,266 girls.

### **Northside Hospital Website / Online Education**

Northside Hospital's official website, northside.com, features a health encyclopedia and video library of general health content about surgeries and procedures including dedicated online educational centers for cancer, weight loss surgery and pregnancy. More than 735,515 people visited this content in FY2016, including:

- 11,455 unique page views of weight loss surgery content
- 11,475 page views of online cancer center
- 35,464 page views of maternity and women's center content

Northside's Lifetime of Care Magazine, available online and in print, is a free health magazine geared toward women ages 30-65. The magazine is published three times a year and mailed to 490,000 individuals. The editorial staff dedicates approximately 220 hours of work per year.

### **Maternal and Infant Health Education**

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, hospital tours and other services for women throughout the many stages of their childbearing years, from early pregnancy through the early childhood of their baby. *MothersFirst* offers four classes that qualify as community benefit – Labor & Birth, CPR, Baby Essentials and Breastfeeding. In FY2016, 7,164 people attended these classes (657 class sessions).

At Northside Hospital, we want to support the decision to breastfeed. The American Academy of Pediatrics recommends exclusive breastfeeding for baby's first six months of life. Northside's "*Warm Line*" lactation telephone hotline is available to anyone in the community and offers breastfeeding advice from certified lactation consultants. The Warm Line is available 7 days a week, from 8:30 a.m. to 4:30 p.m., and served 15,312 people (with 3,186 staff hours) in FY2016.

Northside also offers a free *Breastfeeding eLearning Program* on northside.com, which allows 24/7 access to information, videos, PDFs and animations about breastfeeding. Approximately 809 people accessed the eLearning Program in FY2016.

## Support Groups

Support Groups offer patients and the community a way to cope with the issues they face with the comfort of knowing that others are willing to help. Northside offers various support groups, conducted at the hospitals and led by Northside staff who organize, lecture and facilitate. These support groups are open to the community, regardless of where medical care was received.

- *Mom-Me Connection* offers breastfeeding support for new moms. Three groups meet each week in Dunwoody, Alpharetta, Cumming, and Canton. Each group is facilitated by a certified lactation consultant. Approximately 2,038 people attended in FY2016.
- Two monthly *Bariatric Support Groups* are held (in Atlanta and Cumming) for any bariatric patient, pre or post-surgery. A third group is held in Atlanta for patients who are more than one year past surgery. Approximately 518 people attend the support groups in FY2016.
- Two *Stroke Support Groups* for stroke survivors and their families meet monthly at Northside's Atlanta and Alpharetta campuses. The groups host speakers and provide networking and social support for stroke survivors and their families. Approximately 15-20 people attended the groups each month in FY2016.
- Northside's Outpatient Behavioral Health Department offers a *Women's Empowerment Therapeutic Group* for women, age 40+, who are undergoing cancer treatment or are in remission from cancer. Two licensed social workers lead and moderate the group. Topics include: self-care/health and wellness, intimacy/sexuality, grief and loss, relationships, and new factors in your life since diagnosis. In FY2016, 15-20 people attended this group.
- *Caring and Coping* is a support group for parents and grandparents who have lost a baby due to miscarriage, ectopic pregnancy, stillbirth or newborn death. Meetings are held once a month and are facilitated by two staff members. Approximately 20 people attended each meeting in FY2016, with approximately 25% of attendees coming from other hospitals.
- *Rainbow PALS (Pregnancy after Loss Support)* is a social support group for parents considering or experiencing a subsequent pregnancy following the loss of a baby. Meetings are usually once a month and are facilitated by a staff member of Northside's H.E.A.R.T.strings Perinatal Bereavement & Palliative Care Office, with a memorial event being held in October. Approximately 14 people attended each meeting in FY2016, with approximately 4 attendees coming from other hospitals.
- *ANEW* is a social support group for parents, who are raising surviving multiple(s) following the loss of one or more multiple(s). The group meets twice a month and is facilitated by a H.E.A.R.T.strings staff member. A memorial event is held once per year. Approximately 10 people attended each meeting in FY2016, with approximately 2-4 of attendees coming from other hospitals.

### **Partnering with Schools**

Northside Hospital's *Partners In Education* program sponsors 111 schools in seven north metro Atlanta counties: Cherokee, Cobb, Dawson, DeKalb, Forsyth, Fulton and Gwinnett. Through these partnerships, Northside provides clinic supplies; participates in fundraisers; supports Career Days and invests in other student programs that promote health and wellness, science, safety and anti-bullying; sponsors teacher appreciation/ recognition events; and much more. In FY2016, 320 staff hours were spent serving approximately 150,000 people.

Through Northside Hospital-Cherokee's *Junior Health Advocates*, medical professionals speak to an array of healthy living topics, tailored to children grades PK-8. Topics include Nutrition Nation, Buddy Not Bully, Happy Hands, House Rules, Drug Free Me, Fitness Fun, Squeaky Clean Hygiene, Tooth Truth, Summer Safety, and Net Safe Navigator. Each class offers a 45-minute interactive presentation. Students receive an activity book and gift to reinforce each subject. In FY2016, the program arranged 622 classes (624 classroom hours), reaching 18,040 students.

Northside also partners with the *Learning for Life Healthcare Exploring Program*, which offers local high school students (grades 9-12) who are considering a career in health care a unique, insider's view of the hospital and its many careers. Throughout the seven-month program, which is affiliated with the Boy Scouts of America, the students visit many areas of the hospital, performing exercises and participating during lectures by healthcare professionals. Each class focuses on a different area of health care – cardiology, robotic surgery, radiology, oncology, pharmacy, women's services and other specialties. During the 2015-16 session, 18 students participated in the program, facilitated by 120 staff hours.

For outstanding high school students interested in pursuing a career in health care, Northside Hospital-Cherokee participates in the *Cherokee County Schools' Work Based Learning Program – Youth Apprenticeship*. The unpaid internship offers an observation-only experience for students, who rotate through eleven different departments of the hospital including surgery, radiology and the emergency department for an hour each weekday during the school year. Students also receive American Heart Association HeartSaver/AED training. In FY2016, 35 students participated in the program at the hospital. Two employees managed the program, spending approximately 20 hours.

The Northside Hospital-Forsyth Laboratory participates in Lambert High School's Health Sciences Program to help prepare students for advanced health care education and industry placement. The high school provides the content, skills and safety procedures as it relates to clinical laboratory and healthcare diagnostics. Students job shadow at Northside for a total of 30 weeks, rotating through six departments within the Laboratory including Chemistry, Hematology, Blood and Tissue Bank, Phlebotomy, Microbiology and Histology/Pathology. Students get hands-on experience, reviewing and analyzing data and working with real equipment. Diagnostic Phlebotomy and Internship Students were able to interact first hand with patients, nurses and physicians in a clinical setting. In FY2016, 109 students participated for a total of 1,200 hours. More than ten Northside staff members spent 400 hours organizing and supervising the program.

The *Northside Hospital-Atlanta Auxiliary's Puppet Program* travels to schools in DeKalb, Cobb and North Fulton counties, educating children in grades PK-4 about medical check-ups, peer pressure and drug and alcohol abuse. In FY2016, the program conducted 25 puppet shows, reaching 2,746 students. Volunteers provided more than 100 hours and drove more than 780 miles. Northside's call center handles the scheduling of the puppet shows. In FY2016, the department spent approximately 8 -16 hours fielding calls from schools and scheduling.

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## **SUBSIDIZED HEALTH SERVICES**

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### **Corporate & Community Health Fairs**

Northside provides free on-site health screenings at corporate and community locations throughout the year to raise health care awareness and to promote prevention and early detection of diseases. Health screenings include cholesterol/glucose testing, blood pressure screening, body composition analysis, osteoporosis screening, pulmonary function testing, sleep quality screening, cancer risk assessment, diabetes assessment, coronary risk profile and audiology screening. In FY2016, Northside offered health screenings at 27 community and 16 corporate events, reaching 3,759 people. More than 3,025 staff hours were spent on the planning and implementation of the events.

### **Community Screenings**

Throughout the year, Northside also offers disease-specific health screenings at the hospital's campuses in Atlanta, Alpharetta, Cherokee and Forsyth. Screenings are offered at low cost or completely free to those who qualify.

- Four *Prostate Cancer Screenings* took place, reaching 349 men.
- Five free *Skin Cancer Screenings* were held, with 521 participants – 117 people were recommended for follow-up treatment because of abnormal findings.

- 2 free *Stroke Screenings* were held, with 130 participants – 15 people were recommended for follow-up treatment because of abnormal findings.
- In recognition of Better Hearing and Speech Month in May, the Audiology Department offered free *Hearing Screenings* to 64 individuals, and 23 were referred for further evaluation. The Audiology Department also provided free *Hearing Screenings* through the Cherokee County School District’s “Give a Kid a Chance” Program. Screenings were provided to 123 school children. 6 children were referred for further testing.

Northside’s Financial Access Surgery Program (FASP) is designed to eliminate financial obstacles faced by the uninsured or underinsured in obtaining non-emergent, yet medically-necessary, outpatient surgical and endoscopy services including *Screening and Diagnostic Colonoscopies*. The services are provided at no cost to qualified participants. This program serves 12 counties - Bartow, Cherokee, Cobb, Dawson, DeKalb, Forsyth, Fulton, Gilmer, Gwinnett, Hall, Lumpkin, and Pickens Counties. In FY2016, 50 screening colonoscopies were performed as well as 270 colonoscopies for diagnostic workups.

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## RESEARCH

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The Northside Hospital Research Program works to provide patients with the latest treatments and prevention methods being tested through clinical trials. Staff organize and manage all aspects of the clinical trials offered, with the goal of providing access to cutting-edge clinical trials in a community setting and ensuring that the safety of trial participants is the top priority. In FY2016, 34,057 staff hours were spent on research, 487 people were served, and 274 research projects were performed. Specialties include blood and marrow transplant, cardiology, critical care, endocrinology, oncology, orthopedics, pulmonology, rheumatology, and vascular surgery.

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## HEALTH PROFESSIONS EDUCATION

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The FY2016 *Atlanta Cancer Symposium: Engaging the Experts* focused on malignant hematology, breast cancer, and gynecologic cancer. Approximately 50 staff hours (4 people) coordinated the event; 186 attended.



In May 2016, the hospital hosted the 4<sup>th</sup> Annual Women and Stroke Symposium. This activity is designed to provide educational content for neurologists and physicians in related fields regarding the unique challenges for women and stroke risk. Risks include hormone treatment, pregnancy, and cardiovascular health. Information about the advances in practice, treatment, prevention, and care of the stroke patient, including women experiencing stroke will be presented. This education for the stroke professional is a vital component to providing quality patient care and achieving excellent patient outcomes long-term. Approximately 25 staff hours coordinated the event; 100 attended.

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## **CASH AND IN-KIND DONATIONS**

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### **Cancer Institute**

Through the Northside Hospital Cancer Institute, approximately 500 hours were allocated to community benefit planning, operational support and fundraising. Another 225 staff hours were spent preparing and writing grants to allow Northside to increase access to cancer care.

Northside was awarded four grants related to breast cancer in FY2016, totaling \$239,641. Approximately 200 staff hours were spent preparing and writing these grants to provide the following services free of charge to vulnerable populations through the hospital's Breast Care Program Fund:

- 602 screening mammograms
- 296 diagnostic mammograms
- 214 ultrasounds
- 70 breast biopsies
- 34 cyst aspirations
- Genetic counseling and testing for uninsured/underserved women - 710 women screened using B-RST tool, of which 120 had a moderate or positive screen result; 12 patients counseled; eight women tested; one woman tested positive for the BRCA2 genetic mutation.

Two colon cancer grants were received (\$30,045), one from Colon Cancer Alliance that provided \$25 gasoline cards or taxi vouchers to patients unable to drive to screening or cancer treatment appointments, and the other from the Colon Cancer Coalition that provided colon prep kits for patients preparing for a colonoscopy.

### **Sponsorships**

In addition to the excellent medical care and educational programs, Northside provides financial assistance to more than 241 charitable organizations each year. The hospital's four-member Sponsorship Committee reviews all requests received and determines whether or not each organization complements the hospital's Mission and Values and meets geographic and demographic parameters that the hospital has established throughout its primary and secondary service areas. More than 1,000 hours were spent compiling, reviewing and approving sponsorship requests in FY2016.

### **Picture and A Promise**

Northside collaborates with the American Heart Association to provide awareness and education of cardiovascular disease. The *Picture and A Promise Booth* is offered at the hospital's community screenings and other community events. It allows participants the opportunity to make a "promise" to their hearts to make lifestyle changes to be more heart healthy. In FY2016, Northside contributed \$30,000 for the sponsorship of this program.

### **Tennis Against Breast Cancer**

In October 2015, Northside Hospital organized the 12th annual "Tennis Against Breast Cancer" event, luncheon and fashion show at multiple locations in North Fulton and Forsyth counties to raise community awareness of breast cancer prevention and education, and 1,118 women participated in the event, which raised \$201,700 for the hospital's Breast Care Program Fund. Approximately 320 hours were spent coordinating the event.

### **Miracle Babies**

In November 2015, Northside hosted the third annual Miracle Babies, a Northside Hospital fundraising event to raise financial assistance and support for families facing a financial hardship due to having a newborn in the hospital's neonatal intensive care unit (NICU). More than \$101,140 was raised for the Miracle Babies fund, and 145 people attended the event.

### **Charity Golf Classic**

The Northside Hospital Charity Golf Classic is a corporate fundraiser for the Northside Hospital Blood & Marrow Transplant Program (BMT) and General Research Program. The FY2016 event raised \$499,575 – 50 percent for the BMT Program and 50 percent for the Cancer Research Fund. The event was attended by 272 people and coordinated by 110 staff hours.

### **Wine Women and Shoes**

Approximately 415 people attended Northside's Wine Women and Shoes event, benefitting the Ovarian and GYN Cancer Research Fund. More than \$231,580 was raised. Approximately 120 staff hours were spent coordinating the event.

### **Blood Drives**

Northside Hospital is a partner with the Metro Atlanta Red Cross and hosts blood drives for hospital staff and the community. In FY2016, 90.5 staff hours were spent coordinating 25 blood drives, at which 1,258 pints of blood were donated.

### **Baby Alumni Birthday Party**

The 2016 Northside Hospital Baby Alumni Birthday Party at Zoo Atlanta was Atlanta's largest birthday party. More than 6,000 children and their families celebrated and enjoyed face painters, crafts, birthday cookies as well as an evening visit of the animal exhibits. Approximately 3,600 pounds of non-perishable foods, diapers and baby wipes were brought by guests and donated to the Atlanta Community Food Bank.

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## **COMMUNITY BENEFIT OPERATIONS**

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Northside Hospital's Planning Department performs the health system's Community Health Needs Assessment once every three years. Approximately 77 staff hours were spent on this activity in FY2016.

Northside's Community Connection Employee Volunteer Program is coordinated by one staff member, who spent 2,080 staff hours coordinating volunteers participating in community benefit activities / programs throughout the community in FY2016.

The hospital's sponsorship activities are coordinated by a Community Development Specialist in the Marketing Department, who worked more than 1,000 hours in FY2016 assessing and coordinating sponsorships that meet community benefit guidelines.

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## **COMMUNITY-BUILDING ACTIVITIES**

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The Georgia Maternal Mortality Review Committee aims to identify pregnancy-associated deaths and their causes, and review contributing factors and interventions that may reduce these deaths. Northside's Clinical Outcomes Manager joined the committee. The hospital offers full monetary support of her time/costs associated with going to the committee's meetings – three meetings, 32 hours in FY2016.

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## **BROAD-BASED COMMUNITY OUTREACH (Non Community Benefit)**

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### **Employee Volunteerism (The Community Connection)**

Northside Hospital promotes and encourages community volunteerism among its physicians, employees, Auxiliaries and their families and friends. Each year, staff and physicians volunteer their time, talents and resources to make a positive impact and build strong and healthy communities. In FY2016, more than 4,250 Community Connection volunteers donated more than 29,660 hours of their time to more than 100 community service projects in the hospital's service areas. Employees help strengthen their communities by supporting the following Atlanta Region community organizations and charities and many more in the community.

- A Touch of Warmth
- American Cancer Society
- American Diabetes Association
- American Red Cross
- Atlanta Community Food Bank
- Atlanta Day Shelter for Women
- American Heart Association
- Atlanta Mission
- Back on My Feet
- Boys and Girls Club of Metro Atlanta
- Brookhaven Acute Nursing Home
- Children's Restoration Network
- City of Alpharetta
- Colon Cancer Alliance
- Drake House
- Georgia Ovarian Cancer Alliance
- Gwinnett Children's Shelter
- Jesse's House
- MedShare International
- MUST Ministries
- No One Alone Shelter
- OneSight
- Open Hand
- Partnership Against Domestic Violence
- Project Turn Around
- Second Wind Dreams
- The Place of Forsyth County
- Toys for Tots
- TurnAround Ministries
- United Way of Forsyth County
- United Way of Metropolitan Atlanta

#### *Program Highlights:*

- Cell phones are collected throughout the year for the Partnership Against Domestic Violence to support women and their children in their effort to live violence free.
- In celebration of the 14th Annual Absolutely Incredible Kid Day, Northside employees wrote hand-written letters of encouragement to every student at High Point Elementary, Title I school. These letters showed support of the student's dreams and goals for success.

- Employees provided healthy snacks for children at No One Alone Shelter who have been affected by domestic violence. These snacks are essential to the children's weekly support group, where through snacks and activities children increase their self-esteem, learn safety skills and improve their behavior.
- Northside's annual "Operation Book Bag," a book bag and school supply drive benefiting Children's Restoration Network, was by far Northside's biggest year ever. More than 1,000 new book bags filled with school supplies were collected and distributed to homeless children in the metro Atlanta area.
- Every month, more than fifteen employees from Northside's Business Office visit amazing seniors at a local retirement center. During these visits, seniors and employees play BINGO, celebrate birthdays and spend quality time together. The seniors love children, so several employees bring their children and families with them to visit. The bonds between volunteers and the seniors has steadily grown. Employees also adopt the more than 150 residents to provide them with a personal care package during the holiday season.
- Northside's March of Dimes - March for Babies campaign was a big success. Northside and its family partners were the No. 1 health care fundraising team and the No. 2 team overall in the state of Georgia for 2016.
- Northside employees, families, and friends filled the wish lists of homeless children in the Metro Atlanta Area. Northside partnered with Children's Restoration Network to ensure that more than 4,000 homeless children in Metro Atlanta had a memorable and meaningful Christmas.
- Departments, individuals and their families helped employees who have received assistance from the Northside Shares Help Fund create memorable holidays for their children. The Northside Hospital Shares Help fund provides aid to employees in dire financial need resulting from an emergency.
- Northside Hospital-Cherokee's Holiday Toy Drive provided toys to the Boys & Girls Club of Cherokee County.
- Northside participated in the Second Wind Dreams project to provide gifts for seniors at nursing homes, and staff members had the opportunity to shop for the seniors, and some invited family and friends to deliver gifts to seniors on Christmas Eve or Christmas Day.
- Throughout the year, employees donated basic needs items from a wish list to the Partnership Against Domestic Violence. The items benefit victims of domestic violence who reside in safe houses and their Supportive Housing Programs.
- Through Open Hand, staff members pack meals for delivery to persons with HIV/AIDS, the sick and shut-ins and the elderly. 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.

- Employees at the Northside Hospital-Forsyth campus volunteer annually at Hands on Forsyth, Taste of Forsyth, the Cumming Country Fair and Festival, United Way of Forsyth, The Place, and the Drake House.
- Employees at Northside Hospital-Cherokee participated in various community projects including the Taste of Canton, Cherokee Family Violence Center and MUST Ministries.

Northside Hospital's Health Resource Center/medical library is open to the community and is home to a vast collection of medical information including books, journals and online resources. The Library offers electronic access to more than 400 medical journals, as well as print subscriptions to more than 150 journals. Internet access to health information databases is also available. Staff is available to provide literature searches. We also provide proctoring services to distance learners. The Health Resource Center's highly trained staff is available to assist patrons find what they want and/or need.

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## **OUR COMMITMENT**

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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.