

FY2018



NORTHSIDE HOSPITAL

Serving Our Community
A History of Outreach

Community Benefit Report



Northside's commitment to health and wellness in the Atlanta community began in 1970 with the opening of Northside Hospital Atlanta. Since then, the Northside Hospital System has grown to include three general acute care hospitals, 1,051 inpatient beds, a network of more than 2,900 physicians, and 15,000 employees. Additionally, Northside operates more than 150 outpatient locations in counties across the greater metropolitan Atlanta area.



Through all of the growth, Northside has remained steadfast and committed to its mission. 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 high-quality health care. We pledge compassionate support, personal guidance and uncompromising standards to our patients in their journeys toward health of body and mind. To ensure innovative and unsurpassed care for our patients, we are dedicated to maintaining our position as regional leaders 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.



Northside's outstanding reputation is fueled by an instinctive devotion to a unique set of values. This statement of values defines and communicates those guiding, motivating philosophies that have led us to distinction:

Excellence - A primary value in all matters of health care, our excellence is born of individual commitment to the highest personal potential. For if we reach our individual potentials, we can achieve excellence as an institution.

Compassion - We believe that each person is unique - patient, family or caregiver - in health, in sickness, in life, in death. Each is to receive our respect, our care, our appreciation and our concern... our empathy.

Community - We value its well-being and are committed to its progress. In addition to our services, we provide an important corporate contribution, expressed through involvement with the people, organizations and jurisdictions that vitalize, energize and support our region.

Service - We recognize a personalized expression of caring which transcends physical aspects of health. We realize that this depth of service to others can be the source of our own growth and well-being, while maintaining a financially successful organization.

Teamwork - Our success stems from teamwork. We recognize the equal value and individual contribution of each member of our team. We believe in mutual regard for each other and for our patients. We encourage teamwork by working together respectfully, communicating openly and supporting the expression of differing opinions and perspectives.

Progress & Innovation - We understand the need for these attributes in patient care and organizational management. While preserving the tradition and wisdom of those who have gone before us, we seek new information and state-of-the-art technology. We welcome new insights, new techniques, new ideas...and will remain leaders in the health care of our community.



Northside's current Community Health Needs Assessment ("CHNA") covers FY 2016 – FY 2018, and marks the second cycle of assessing, prioritizing and addressing our Community's health needs. Given the geographic proximity of Northside's three hospitals – Northside Hospital Atlanta ("NHA"), Northside Hospital Cherokee ("NHC") and Northside Hospital Forsyth ("NHF") – Northside developed a single community definition for the FY 2016 – FY 2018 CHNA. Northside's Community is defined as: Cherokee, Cobb, Dawson, DeKalb, Forsyth, Fulton, Gwinnett, and Pickens Counties. Together these counties represented eighty-four percent (84%) of the System's total cases including eighty-one percent (81%) of NHA's, ninety-two percent (92%) of NHC's and eighty-nine percent (89%) of NHF's total cases.

Ideally, Northside would have unlimited resources to address all of the Community's identified needs. However, it is not realistic for any single organization to address all of a community's needs, hence the importance of prioritizing the identified needs. Northside selected those needs that impact the greatest number of individuals in the Community; those needs that disproportionately impact the most vulnerable populations; those needs that are most severe and/or prevalent; and those needs that Northside has the wherewithal to address. Thus, Northside's FY 2016 – FY 2018 prioritized health needs include:

- **Cancer**
- **Cardiovascular Disease**
- **Healthy Lifestyle Behaviors**
- **Maternal & Infant Health**
- **Preventive Health Behaviors**
- **Obesity & Diabetes**

It is important to note that over the course of its CHNA development, Northside identified over four hundred (400) resources located throughout the Community. These resources are available to the Community to help address all of the needs Northside identified, including those needs that Northside is not formally addressing.

Seeking Community Input

Northside identified individuals in the Community who could provide a unique perspective and connection to the Community and its members' health needs. Northside made specific efforts to identify stakeholders with special knowledge of or expertise in public health. After identifying stakeholders to interview, Northside developed the Stakeholder Assessment Discussion Guide. This guide was used to lead a discussion with each stakeholder to learn about the needs and resources within the Northside Community. For this process, Northside reached out to 41 stakeholders, including representatives at all county-level public health departments in the Community. This outreach effort resulted in the completion of 23 stakeholder interviews comprising: public health departments (7), safety-net clinics (7), community organizations (5), other local government (2), and business community (2).

As a not-for-profit entity, Northside always has been mission driven to improve the health and wellbeing of our community members and to serve all, regardless of ability to pay. Northside has a long history of community outreach whether through education, support groups, or screenings and health fairs. Through the CHNA process, Northside's outreach efforts are becoming more strategic in nature and more collaborative. Also, there is now a formal framework and structure surrounding Northside's outreach efforts which enables improved capture and reporting. Since FY 2016, Northside has increased the number of people reached via its community benefit program activities from just over 239,000 to just over 270,000 (i.e., 13%) and has increased the reported value of these efforts from roughly \$4.5 million to just over \$8.0 million (i.e., 76%).



As noted previously, Northside's current CHNA covers FY 2016 – FY 2018. It was adopted by the Northside Hospital Planning Committee in July 2016 and posted on the organization's website in September 2016. Over the course of FY 2017 and FY 2018, Northside engaged in numerous activities to meet the six (6) prioritized health needs noted above and as outlined in its Implementation Strategy. Northside paid particular attention to the challenges facing the Community's most vulnerable populations while also looking to help improve the health status of the broader community. Following is a high-level summary of the objective measures (dollars spent and number served) of these community benefit efforts.

Cancer

Community Health Education: Health Fairs: Northside's Oncology department attended **230 health fairs/community events**, where they distributed educational materials regarding cancer risk, treatment and prevention as well as provided screenings in FY 2017 – FY 2018. Educational materials and screenings were provided to approximately **62,717 attendees**, accounting for **\$94,352 in community benefit**. Educational Presentations: Northside's Oncology department made **59 educational presentations** throughout the community to **10,231 attendees** from FY 2017 – FY 2018, accounting for **\$14,875 in community benefit**. Smoking Cessation: Northside facilitated **25 Smoking Cessation Courses** from FY 2017 – FY 2018 where **100% of participants (87) QUIT**.

Community-Based Clinical Health Services: Prostate Cancer Screening: The **Prostate Cancer Screening targeting Black men** provided **94 screenings** at a 2017 event, accounting for \$1,688 in community benefit. **14 attendees with abnormal results** were linked to follow-up care. Non-Health Fair Screenings: Outside of health fair settings, Northside's Oncology department held **19 screening events** (10 skin cancer, 9 prostate cancer) from FY 2017 – FY 2018. Approximately **2,376 people were screened**, accounting for **\$67,879 in community benefit**. Health Professionals Education: From FY 2017 to FY 2018, Northside held **3 cancer-related conferences** that provided continuing education credits to health professionals: 1) NHCI Symposium 2017: Oncology for Primary Care Physicians, 2) NHCI Symposium 2018: A Multidisciplinary Approach to Gastrointestinal Cancer, 3) Global Breakthroughs: Breast & Ovarian Cancer. These conferences had a total of **214 attendees** and accounted for **\$97,941 in community benefit**.



Cardiovascular Disease

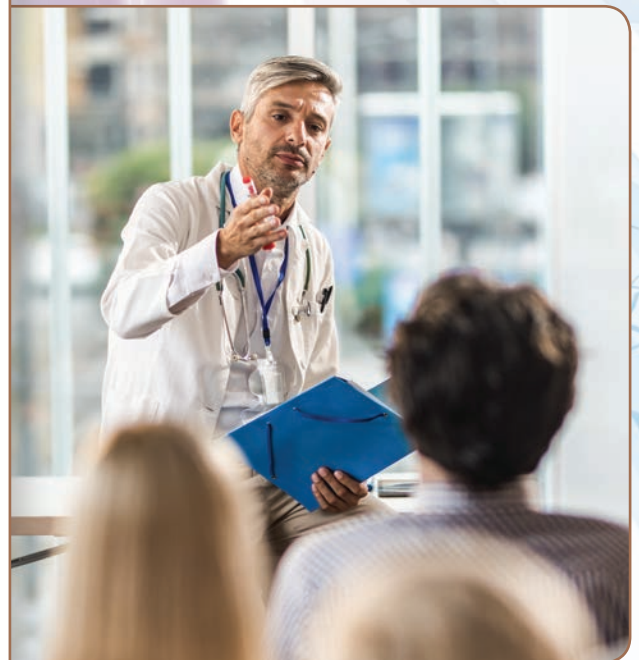
Community-Based Clinical Health Services: NHF's Cardiology Department hosted an **Annual Cardiovascular Screening** in FY 2017 and FY 2018 where **166 attendees** received screenings, accounting for **\$9,993 in community benefit**. Northside's Corporate & Community Health Solutions department hosted **112 screening events** where cardiovascular screenings were provided reaching **8,474 attendees** and providing **\$356,615 in community benefit**.

Community Health Education: Northside's Marketing Department hosted its **Speaker's Bureau** series in FY 2017 and FY 2018, where 7 of the presentations were related to cardiovascular diseases. There were **240 attendees** accounting for **\$3,002 in community benefit**. Northside Forsyth's Cardiology Department attended **7 community events** from FY 2017 – FY 2018 where educational materials were distributed. Approximately **652 attendees** received these materials, accounting for **\$5,165 in community benefit**.

Health Professionals Education: From FY 2017 to FY 2018, Northside held **4 cardiovascular-related conferences** that provided continuing education credits to health professionals. These conferences had a total of **518 attendees**.

Healthy Lifestyle Behaviors

Community Health Education: From FY 2017 – FY 2018, Community members were educated on healthy lifestyle behaviors by Northside through NHC's Learning & Educational Development Department: Middle & High School Outreach, NH Marketing Department's Speaker's Bureau and Health Fairs. A total of **8,222 people were reached**.



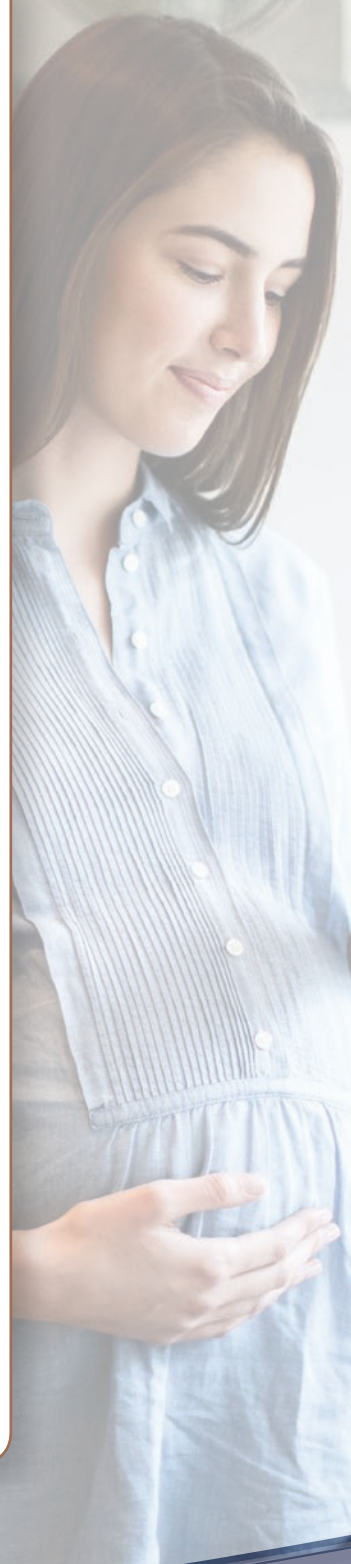
Maternal & Infant Health

Community Health Education: Classes: Northside offers low-cost educational courses on several subject matters related to maternal and infant health, over 1,200 classes were offered between FY 2017 and FY 2018 in the following subjects: Baby Essentials, Infant & Child CPR, Childbirth, and Breastfeeding. **14,722 people attended these courses.** Northside's Community Benefit Steering Committee ("CBSC") is developing a program aimed at **reducing the incidence of gestational diabetes in Hispanic mothers.** Committee members spent approximately **21 staff hours** on planning activities for this program in FY 2018. Lactation Support: Northside **supported 22,781 women** with breastfeeding advice through Northside's **free Lactation Support Line.** Another 3,408 mothers attended Northside's **Mom-Me Connection Lactation Support Group.**



Online library: Northside's Women's Services department hosted an **online library of maternity resources,** which it paid **\$4,808** in FY 2018 to offer. Community Support Groups: Northside's Perinatal Department provides support to mothers and families grieving the loss of an infant through **Perinatal Loss Support Groups** and **Atlanta Walk to Remember.** These programs reached **954 attendees** and accounted for **\$11,216 in community benefit** from FY 2017 to FY 2018.

Advocacy for Community Health Improvement and Safety: Northside's Women's Services and Strategic Planning Departments participated in **two** committees that advocated for improvements in maternal and infant health in Georgia: **1. The Georgia Perinatal Quality Collaborative** and **2. The Georgia Maternal Mortality Review Committee.** Northside representatives dedicated **127 staff hours** to these efforts, accounting for **\$8,985 in community benefit.**



Preventive Health Behaviors

Community-Based Clinical Health Services: Northside continued to provide access to (non-emergent yet medically-necessary) outpatient surgical and endoscopy services through its Financial Access Surgery Program ("FASP"). Northside **partnered with twenty different safety-net clinics and Federally Qualified Health Centers** from across the metro-Atlanta region to improve access to much needed specialty care. Over the course of 2017-2018, the **FASP served 915 uninsured/underinsured patients** who otherwise would have gone untreated until their need became so great that they would have no option but to seek care in a local hospital's emergency room. Also, as noted in its FY 2016 – FY 2018 Implementation Strategy, **Northside did expand the FASP** by opening a north Georgia location in Woodstock, Cherokee County. This latest FASP location became operational in April 2018.

Obesity & Diabetes

Community Health Education: NHC's Learning & Educational Development department hosted **30 events** at community elementary schools in FY 2018 related to obesity prevention. These events were attended by approximately **4,955 students**, accounting for **\$17,257 in community benefit**.



Reporting Our Community Financials FY2018

Northside follows the best practices outlined by the Catholic Health Association when reporting its community benefit. Accordingly, Northside presents its financials in two categories:

1. Reportable Community Benefit which includes indigent and charity care, Medicaid shortfall and other community benefit programs.
2. Total Community Spend which includes Reportable Community Benefit plus bad debt and Medicare shortfall.

FY 2018 Reportable Community Benefit	\$ 210,270,000
Cost of providing charity care	\$ 139,656,000
Unreimbursed cost of providing care to Medicaid beneficiaries	\$ 62,548,000
Cost of other community benefit programs	\$ 8,066,000
FY 2018 Other Community Spend	\$ 136,741,000
Unreimbursed cost of providing care to Medicare beneficiaries	\$ 102,615,000
Unreimbursed cost of providing care to other patients (i.e. Bad Debt)	\$ 34,126,000
FY 2018 Total Community Spend	\$ 347,011,000

Northside will continue to be mission-driven. We will focus our community benefit activities on the highest priority needs of our Community, delivering a robust array of targeted programs designed with a particular focus on serving the most vulnerable members of our Community.

