

Annual Community Benefit Report

(July 1, 2010 – June 30, 2011)

Good Samaritan

Good Samaritan Hospital
Richard H. Young Hospital
Good Samaritan Hospital Foundation
Good Samaritan Outreach Services
Health Systems Enterprises, Inc.

Kearney, NE

Section 1 - Introduction

The first component of the Community Benefit Report is to measure expenses associated with services provided to the poor and broader community that are free, non-billed or unpaid by traditional public programs such as Medicare and Medicaid.

Programs for the Poor and Broader Community

In Fiscal Year 2011, Good Samaritan Hospital assisted the poor and the broader community through multiple programs. The poor are defined as those persons who cannot afford healthcare because they have inadequate resources and/or are uninsured or underinsured. The broader community was served through programs for other needy populations, which are defined as populations that may not always qualify as “poor” but who need special services and support. The broader community was also served through programs for the general population which is defined as populations who benefit from such traditional Catholic facility services as health promotion and education, health screening, medical research, training of health professionals and commitment to a single level of healthcare. Programs for the poor and broader community include:

Traditional charity care

Unpaid costs of public programs

- ◆ Medicaid

Community Health Services

- ◆ Access Center—Richard H. Young Hospital
- ◆ Advocacy Activities
- ◆ Ambulance Standbys
- ◆ Area Health Education Center (AHEC)
- ◆ Bike Rodeo
- ◆ Breastfeeding Classes
- ◆ Career Fairs/Health Fairs
- ◆ Conferences/In-services/Lectures/Presentations
- ◆ EN CARE Program (Emergency Nurses Care)
- ◆ Extra Step Program (through Industrial Rehabilitation)
- ◆ Health Care Sciences II Class
- ◆ Health Talks
- ◆ Healthy Hands Campaign
- ◆ Kindergarten Days
- ◆ NTV Closed Captioning
- ◆ Public Assistance Counseling
- ◆ Public Service Print Advertising
- ◆ Red Cross Bloodmobiles

- ◆ Screenings
- ◆ Senior Services Network
- ◆ Sneak and Peek Classes
- ◆ Student Observation Clinics
- ◆ Support Groups
- ◆ Tours
- ◆ Wellness Works

Health Professions Education

- ◆ Advanced Cardiac Life Support (ACLS), Cardiopulmonary Resuscitation (CPR), Pediatric Advanced Life Support (PALS) Certifications
- ◆ Clinical Education for Emergency Medical Technicians
- ◆ Continuing Medical Education (through conferences, in-services, lectures, seminars and other presentations)
- ◆ Internships
- ◆ Medical Students, Resident and Physician Assistant Rotations
- ◆ Neonatal Resuscitation Program
- ◆ Radiation Therapy Students
- ◆ Respiratory Therapy Students
- ◆ RN and LPN Mentoring and Clinical Rotations

Research

- ◆ Cancer Clinical Trials
- ◆ Tumor Research

Donations

- ◆ Alcohol Free Post Prom Events in Amherst, Axtell, Burwell, Callaway, Elm Creek, Gibbon, Kearney, Kearney Catholic, Ord, Overton, Pleasanton, Ravenna, Red Cloud, Shelton, and Wilcox-Hildreth
- ◆ American Cancer Society Relay for Life
- ◆ Buffalo County Community Partners
- ◆ Community Health Access Team
- ◆ Community Service Organizations
- ◆ Conference Center Usage
- ◆ Costs of Fundraising
- ◆ Elizabeth House (Patient and Family Lodging)
- ◆ Global Orphan Project
- ◆ Kearney Public Library
- ◆ Life Choices
- ◆ Nebraska AIDS Project
- ◆ Nutrition Services Donations (food for community Thanksgiving meal, free Meals on Wheels and food to the poor, free meals for patients' families)
- ◆ Present Patrol donations made by employees

- ◆ Prime of Life Festival
- ◆ Prince of Peace & St. James Catholic Church Capital Campaign
- ◆ Project SEARCH
- ◆ Project Snowflake donations made by employees
- ◆ Tri-Cities Medical Response System (TRIMRS)
- ◆ United Way of the Kearney Area
- ◆ Wellness/Fitness Center Donations (memberships/other fundraiser prizes)
- ◆ Wellness Works—Walk Out on Your Job

Community Building Activities

- ◆ Good Samaritan Hospital Community Daycare Center
- ◆ Healthy Community Celebration
- ◆ Physician Recruitment for Identified Needs

Community Benefit Operations

- ◆ Community Health/Community Benefit Operations

SEE SUMMARY OF QUANTIFIABLE COMMUNITY BENEFITS FOR GOOD SAMARITAN HOSPITAL ON NEXT PAGE.

Good Samaritan Hospital
 Consolidated Community Benefit Report: Fiscal Year 2011

| <u>Programs for the Poor and Broader Community</u> | <u>Community Benefit</u> |
|---|---------------------------------|
| Traditional Charity Care | \$4,941,201 |
| Medicaid | \$11,070,805 |
| Community Health Improvement Services | \$1,583,946 |
| Education and research | \$960,820 |
| Subsidized Health Services – Flight | \$145,950 |
| Financial & In-Kind Contributions | \$508,741 |
| Community Building | \$812,668 |
| Other community benefits | <u>\$52,374</u> |
| Total Quantifiable Community Benefits | \$20,076,505 |
| Unpaid costs of Medicare | <u>\$13,377,119</u> |
| Total Community Benefit including Unpaid Costs of Medicare | \$33,453,624 |

TOTAL QUANTIFIABLE COMMUNITY BENEFITS

The total quantifiable community benefits including benefits for the poor and broader community but excluding the unpaid costs of Medicare for Good Samaritan Hospital for Fiscal Year 2011 represents \$20,076,505 in unsponsored benefit expense which is 11.1 percent of Good Samaritan Hospital’s total expenses. Total quantifiable community benefits including the unpaid costs of Medicare represents \$33,453,624 in unsponsored expense which is 18.5 percent of Good Samaritan Hospital’s total expenses.

Being a non-profit organization, Good Samaritan Hospital channeled \$20,076,505 (\$33,453,624 with unpaid costs of Medicare included) of its expense dollars into programs and services that benefit the poor and broader community.

Section 2 – Uncompensated Care

Charity Care

As described in the Catholic Health Association's *Guide for Planning and Reporting Community Benefit* released in 2006, charity care is free or discounted health and health-related services provided to persons who cannot afford to pay and who meet the organization's criteria for financial assistance. Generally, a bill must be generated and recorded and the patient must meet the organization's criteria for charity care and demonstrate an inability to pay. Charity care is reported in terms of costs, not charges. Charity care does not include bad debt. As described in the table on the previous page, Good Samaritan Hospital provides a significant level of free care each year. In Fiscal Year 2011, the cost of charity care provided was \$4.9 million.

Government-Sponsored Health Care

Government-sponsored health care community benefit includes unpaid costs of public programs, the "shortfall" created when a facility receives payments that are less than costs for caring for public program beneficiaries. This "payment shortfall" is not the same as a contractual allowance, which is the full difference between charges and government payments. It does not include any shortfall that results from inefficiency or poor management.

Good Samaritan Hospital incurred \$11.1 million in unreimbursed costs for services provided to Medicaid patients and \$13.3 million in unreimbursed costs for services provided to Medicare patients. Medicaid patients represented approximately 14.0 percent of the patients served by Good Samaritan Hospital in Fiscal Year 2011 and Medicare patients represented approximately 46.5 percent of the patients served. Frequently, the cost of providing services to Medicare and Medicaid patients is greater than the payment Good Samaritan Hospital receives from the government.

Section 3 – Community Outreach for the Poor

In Fiscal Year 2011, Good Samaritan Hospital partnered with other community organizations to enhance the quality of life of the poor in our community. Such partnerships and services are described in this section.

Community Health Access Team (CHAT)

The Community Health Access Team is a team of individuals representing 14 different organizations and agencies whose mission is: *Everyone with a point of entry to service in Buffalo County will have access to, regularly use, and be satisfied with comprehensive, cost effective, high quality, primary health services that support optimal quality of life.* CHAT's goal is to reach 100 percent access to primary healthcare services for all with zero racial and ethnic disparity. Differences between people, such as culture, class, educational attainment, employment status and ability to pay, will no longer be associated with differential health outcomes.

CHAT's primary target group is the uninsured and underinsured and their desired outcome is to create a new model to reach 100 percent health access and zero health disparities.

In addition to Good Samaritan Hospital, CHAT has representatives from these local partners: Community Action Partnership of Mid-Nebraska, Nebraska Health and Human Services Office of Minority Health, Region 3 Behavioral Health Services, Educational Service Unit #10, United Way of Kearney Area, University of Nebraska at Kearney Counseling & Student Health, University of Nebraska Medical Center—College of Nursing—Kearney Division, Two Rivers Public Health Department, Gibbon Public Schools, Kearney Public Schools, Nebraska AIDS Project, Central Health Services, Goodwill Industries, Buffalo County Health Ministry Network, Good Samaritan Hospital Foundation, Kearney Housing Agency, Kearney Clinic, Sentinel Health Care, area health and dental providers and a diverse group of residents of Buffalo County.

CHAT is a coalition of the Buffalo County Community Partners working to 'eliminate health disparities' as one of the five strategic elements of the Buffalo County 2020 Vision. As a part of the 2020 Vision, CHAT will ELEVATE health issues in Buffalo County, ENGAGE residents in accountability to health, EMPOWER residents to create change, and EVALUATE progress toward Building a Healthier Buffalo County.

During fiscal year 2008, Catholic Health Initiatives awarded a grant to Buffalo County Community Partners and presented to CHAT to address 'access issues'. Since that time, CHAT conducted surveys of providers, conducted Minority Behavioral Risk Factor Survey of 300 residents, and conducted Minority focus groups in Buffalo County. The qualitative and quantitative data collected in the planning phase was used to develop a "community based PATHWAY" for Hispanic residents with Diabetes. In FY2009, Diabetes was defined

as number one issue facing the Hispanic community. CHAT has plans to add additional PATHWAYS in defining a medical home, providing interpreter services, reducing obesity and a variety of other social factors that impact health. In Fiscal Year 2010 and 2011, CHAT developed the 'wheels' that will motorize the PATHWAY into operations and secured additional funding needed for the project. This will be the first community based PATHWAY developed in the state of Nebraska. CHAT hopes to be a national leader in creating new and innovative ways to address access and disparity issues in Buffalo County and beyond. FY2010, Good Samaritan Hospital Foundation applied for a three year Catholic Health Initiatives Mission and Ministry grant to fund the community PATHWAY. Funding was secured for FY2011.

Health Education

Sentinel Health Care purchased the Krames Patient Education system for its network of health care providers. The Krames Patient Education system is a web-based system that provides instant access to thousands of illustrated patient education topics that covers conditions, procedures, medications and wellness promotion. Health care providers have utilized over 16,000 health sheets for FY 2011. In addition, Sentinel Health Care has created Personal Health Managers for patients diagnosed with specific health conditions like Diabetes, Asthma and COPD. Sentinel Health Care has provided approximately 250 Personal Health Managers to patients during FY 2011. Finally, Sentinel Health Care collaborates with GSH to support the distribution of the File for Life and POLST forms throughout the community

Home Monitoring for Heart Failure

Sentinel Health Care provides patients with equipment to monitor their blood pressure, oxygenation level and weight. Patients are monitored by an RN Clinical Coordinator and any variances from acceptable levels are assessed by the nurse and then communicated with the patient's health care provider in order to reduce exacerbations of their condition. Sentinel Health Care provided monitoring services to patients over a wide geographic area from Norcator, KS to Stapleton and from Aurora to Brady. Patients also receive educational information about their Heart Failure condition in the form of a Heart Failure calendar and Go-To-Guide created by Krames Patient Education systems. Sentinel Health Care provided 2,500 Heart Failure calendars to the community in FY 2011.

Medication Access Program

Sentinel Health Care's Medication Access Program assists patients in obtaining low-cost or no-cost medications from pharmaceutical companies. For the 2011 fiscal year, the program saved participating patients over \$2 million in prescription drug costs by providing aid in obtaining more than 1,600 new prescriptions and 2,800 refills. The program provided assistance to approximately 1,200 patients. The average prescription drug costs savings per patient was \$1,750.

Project Snowflake

As a mission outreach initiative, Good Samaritan Hospital coordinates a special Christmas giving activity each year. In fiscal year 2011 employees donated more than \$7,600 in cash, toys and non-perishable home items through the annual Project Snowflake drive. This total exceeds last year's donations by almost \$3,000! Our toy donations were so numerous that we needed to use one of Maintenance's moving trucks to get them to the Goodfellows! Local agencies like the Family Advocacy Network, Jubilee Center, SAFE Center, Salvation Army, Goodfellows and even our own employees truly benefited from this outpouring of care and support.

Section 4 – Community Outreach for the Broader Community

In Fiscal Year 2011, Good Samaritan Hospital served the broader community through leadership, advocacy, collaborative efforts to improve community health, donated funds and other resources, support of fundraisers, cash sponsorships, volunteer work, education of medical professionals, research, capital improvements, and community building activities. These efforts are described in this section.

A. Leadership in the Community

Good Samaritan Hospital is recognized as a progressive community and regional provider of healthcare services. The hospital's boards of directors (Hospital and Foundation) and staff volunteer their time and resources to more than 200 regional and local boards, advisory councils, community organizations and coalitions.

B. Advocacy

In an effort to serve the needs of the poor and broader community, many staff and board members of Good Samaritan Hospital participate in advocacy activities. Advocacy activities reported in Fiscal Year 2011 include the following:

Advisory Committee of the Technical Assistance and Services Committee of the National Rural Health Resources Center – Member

American Cancer Society Cancer Action Network for our legislative district – Leadership Team Member

Audubon Rowe Sanctuary Board of Directors and Task Forces (Education, Development and Marketing)

Buffalo County 4-H Council President-Elect

Buffalo County Community Partners' Board of Directors

Buffalo County Economic Development Council Board Member

Buffalo County Mutual Aid Association Board Member

Burr Oak VBS Volunteer

Center for Nursing Board of Directors

Center for Rural Affairs Board Member

Central Community College Foundation Board Chairman

Central Nebraska ONS Board Member

City of Kearney Planning Commission

Community Health Access Team (CHAT) Member

Crane River Theater Board Member

District 4 NNA Board Member

Holy Cross Lutheran Church Parish Nurse

Hospice Volunteer – Good Sam

International Association of EMS Chiefs Member

Kearney Area Chamber of Commerce (KACC) Board Member

Kearney Area Storytelling Festival Board Member

Kearney Area Woman’s Club

Kearney Lions Club Secretary

Kearney Tackles Cancer Adult Co-Chair

Komen Race for the Cure – Co-Chair for the I Am the Cure Committee

Komen Race for the Cure – Co-Chairs of the Registration Committee

Lions District 38 I Leadership Chair

MONA Guild Member

National EMS Management Association Member

NEAAMS (Nebraska Association of Air Medical Services) Board Member

NEAAMS (Nebraska Association of Air Medical Services) Safety Board Member

Nebraska Chapter of Hemophilia Foundation Member

Nebraska Chapter of The Nature Conservancy Board Member

Nebraska Child Passenger Safety Advisory Team Member

Worked with the Nebraska Comprehensive Cancer Control Plan and the Nebraska Cancer Coalition

NEMSA (Nebraska Emergency Medical Services Association) Member

Nebraska ENA 2011 President

Nebraska ENA Delegate for ENA National Conference

Nebraska ENA State Trauma Chairperson

Nebraska Humanities Council

Nebraska Injury Community Planning Group Member

NIS (Nebraska Instructors Society) Member

Nebraska Kidney Association Member

Nebraska Lions Foundation Member

MD 38 Nebraska Lions Long Range Planning – Chair

Nebraska Office of Highway Safety Nebraska Advocates for Highway Safety Group – Member

Nebraska State Board of EMS Board Member

Nebraska State Trauma Date/QA Committee – Registrar Responsibilities for Sub-Committee

Nebraska State Trauma System Nurse Reviewer

Nebraska State Trauma System Region 3 Nurse Educator

Nebraska Statewide Telehealth Network Co-Chair

Nebraska Stroke Advisory Council Emergency and Hospital Task Force Member

North Central Emergency Medical Services Cooperative Board Member

North Central EMS Workshop Board Member

P.E.O. Chapter AS Corresponding Secretary

P.E.O. Chapter IX

Planetree National Board of Directors

Positive Pressure Coalition Member

Region III Trauma Advisory Board Member

RNRAN (Rural Nebraska Regional Ambulance Network) Member

Safe Kids Nebraska Coordinators Committee Member

Safe Kids Platte Valley Coordinator – a Chapter in Safe Kids Nebraska, Safe Kids USA and Safe Kids Worldwide

St. James Church Finance Committee Member

State Critical Incident Stress Management Team Member

State of Nebraska Trauma Advisory Board Member

Storytelling Volunteer for Camp Bear for grieving children, KPS Summer Reading Program, Axtell Library Summer Reading Program, Hildreth Summer Reading Program, Northridge Retirement Community and the Peterson Senior Center

TRIMRS (Tri-Cities Medical Response System) Committee Member

United Way of the Kearney Area Board Member

UNL Foundation Grants Committee

C. Collaborative Efforts to Improve Community Health

Good Samaritan Hospital engages in numerous collaborative efforts to improve community health. These collaborative projects are outlined in this section.

American Red Cross Blood Collection Center

Through a joint effort between Good Samaritan Hospital, the Ft. Kearney Chapter of the American Red Cross and the American Red Cross Midwest Blood Region, a new blood collection center opened in Kearney in 1999. Good Samaritan is the largest single user of blood products in the region. The Midwest Region also has the highest per capita blood and platelet donations in the nation. With these two driving factors, the ability to give blood in the Kearney area is now a daily convenience. The American Red Cross honored Good Samaritan Hospital as a recipient of a Volunteer Recognition Award in the special event category for sponsoring the permanent blood and platelet collection center. The center relocated to the Ft Kearney Red Cross Chapter. New address is 520 W 48th Street. Due to the complexity of apheresis collections and to best utilize existing resources, platelet collections will be moving to other Red Cross Blood Donor Centers. This collaboration allows the Red Cross to operate more efficiently. Good Samaritan Hospital also sponsors blood drives at Good Samaritan Hospital Conference Center. During Fiscal Year 2011, 110 productive units were donated.

Breast Cancer Education

The fifth annual Simply Pink Breast Cancer Awareness Style Show was held on October 5, 2010 at the Merryman Performing Arts Theater. This fun and uplifting show is designed to raise awareness and to honor breast cancer survivors. Approximately 400 people attended the show, which featured survivor models, family members, and oncology nurses from the Cancer Center, inpatient oncology unit, and Medical Oncologist offices as models. The models were escorted by players of the Tri-City Storm Hockey team. A local and very talented tribute artist, Melinda Ferree, portrayed Patsy Cline. The Pink Panther made his appearance. A wide variety of clothing was loaned by over twenty local merchants. Elegant desserts, donated by local restaurants, and pink punch from a champagne fountain topped off the evening. The Holiday Inn gift Shop donated over 20 beautiful purses that were raffled at the reception. As they left the theatre, each guest was presented with a long stemmed pink rose and an informational card promoting breast health. The event was promoted prior to the show in the Lifetime session of the Kearney Hub, and a preview style show was presented on the NTV morning show.

In order to promote awareness throughout the month of October, a breast cancer awareness booth was placed at the Hilltop Mall. The booth provided free informational brochures regarding breast health, prevention and treatment to the public. Information about the Breast Cancer Support Group was included. A "Wall of Honor" allowed the public to place the first name and last initial of a person diagnosed with breast cancer on a pink ribbon and place on the honor board.

Cancer Center

Good Samaritan Cancer Center – Support and Educational Programs for Cancer Survivors:

A Time to Heal

A Time to Heal is a 12-week holistic rehabilitation program designed to help cancer patients regain their physical, emotional, and spiritual health after cancer treatment. Initially, A Time to Heal was designed for breast cancer patients; however, we now offer two programs, one for breast cancer patients and another for all cancer patients. The evening sessions are conducted over a 12-week period, with each weekly session lasting approximately 3 hours.

This research-based program is free to post-treatment cancer patients. Goals include:

- To improve quality of life, post treatment
- To increase knowledge about health-enhancing activities
- To encourage self advocacy by making patients aware of survivorship issues
- To make survivorship resources readily available
- To increase the hope and life satisfaction of the participants in *A Time To Heal*

For more information please call Marcia Stephens RN at Good Samaritan Hospital's Cancer Center at 308-865-7883 or 1-800-277-4306.

American Cancer Society

For information on patient services available contact the local American Cancer Society at 237-1631. Services through the American Cancer Society include but are not limited to Road to Recovery, Support and Educational Resources, Lodging and Wig Bank.

Breast Cancer Support Group

The Breast Cancer Support Group was formed to offer therapeutic support to women who have been diagnosed with breast cancer. This group meets on the second Tuesday of each month at 7:00 p.m. in the Cancer Center at Good Samaritan Hospital. For more information please contact Marcia Stephens RN, PLMHP at 308-865-7883 or 1-800-277-4306.

CancerCare Connect

Improving the Care of People Living with Cancer

CancerCare is a national nonprofit organization that provides free, professional support services to anyone affected by cancer. They offer free telephone education workshops for survivors, family and professionals to learn about cancer-related issues given by leading experts in oncology. Listen from the comfort of your own home or office. To register go online at <http://www.cancer.org> or call CancerCare at 1-800-813-HOPE (4673). These programs are held from 12:30 p.m. to 1:30 p.m. central time.

Cancer Survivors Day

Cancer Survivors Day is an annual event honoring cancer survivors. A cancer survivor is defined as anyone living with a history of cancer – from the moment of diagnosis through the remainder of life. Information on when this event will be held and where the event will be held is distributed to cancer survivors on the Cancer Center mailing list and advertised in the Kearney Hub. Contact the Cancer Center at 1-800-277-4306 or 865-7986 for more information.

I Can Cope

This is a four-session educational program co-sponsored by Good Samaritan Cancer Center and the American Cancer Society. Participants receive information on cancer, cancer treatment and treatment side effect management. In addition to this, the emotional, physical and social aspects of cancer are explored. *I Can Cope* is generally offered via telemedicine to rural sites upon request. Sessions are offered one time each spring and fall. For more information contact Andee Stuehm at 865-7560 or 1-800-277-4306.

Leukemia and Lymphoma Society Telephone Support Group

A staff member from Good Samaritan Cancer Center facilitates the telephone support group. This group provides an opportunity to talk with a small group of people who have multiple myeloma, leukemia, or lymphoma. This is a free service provided by the Nebraska and Iowa Chapter of The Leukemia & Lymphoma Society. Questions? Contact Wendy Sontag, MSW, LISW

Patient Services Manager

Leukemia & Lymphoma Society Nebraska and Iowa Chapter

8033 University Blvd., Suite A, Des Moines, Iowa 50325

toll free 800/347-1074 ph.515/270-6169 fax 515/270-5392

www.LLS.org/ia wendy.sontag@lls.org

Look Good Feel Better

The Cosmetic, Toiletry and Fragrance Association Foundation, a charitable organization supported by the cosmetic industry's trade association and in partnership with the American Cancer Society and the National Cosmetology Association, founded *Look Good Feel Better* in 1989. *Look Good Feel Better* meets the third Monday of each month at 10:00 a.m. in the Conference Room at Good Samaritan Cancer Center. Registration is required. Please call

1-800-277-4306 or 865-7985 to register.

Reach to Recovery

This is a rehabilitation program for women with breast cancer. This program provides for one-to-one visits by women who have a history of breast cancer and have been trained through the American Cancer Society to offer support and help women meet the physical and cosmetic needs related to the disease and/or its treatment. For more information contact the American Cancer Society at (308) 237-1631.

Strong and Smart Series

Good Samaritan Hospital works with other Catholic Health Initiative cancer programs to provide a telephone and computer based patient education program called *Strong and Smart*. The monthly series features physicians and other health care providers speaking on a variety of subjects such as nutrition, fatigue, hereditary cancers, living with hope and many other topics. To register for these programs call 1-800-278-7837. For information on dates and topics for each month call Good Samaritan Cancer Center at 1-800- 277-4306 or 865-7985.

United Ostomy Group

This support group is composed of individuals who have intestinal or urinary stomas. The group meets the first Sunday of each month. Programs are designed for informational, social, and psychosocial support. For more information, contact Wound, Ostomy and Continence Nurses at 308-865-7048.

Central Nebraska Area Health Education Center

The mission of the Central Nebraska Area Health Education Center (CN-AHEC) is to work toward a solid foundation of health care for all Nebraskans through support of existing health professionals and by “growing our own” health professionals for future years. In addition, CN-AHEC will support health education and wellness outreach programs for communities within our service area. Area Health Education Centers (AHEC) strive to eliminate disparities in health and health care, especially in underserved communities. AHECs began in 1973 and are funded through a combination of state and federal funds. Forty-one states currently have AHEC programs. Virtually all AHEC efforts are undertaken with local partners. In particular, AHECs combine their efforts with other health professions programs funded through a variety of sources.

Locally, the CN-AHEC helped to fund a collaborative partnership between Good Samaritan Hospital and Kearney Public Schools (KPS). With KPS, Good Samaritan has established an articulated Health Science and Technology Career class to motivate and prepare students for pursuit of a professional health care career.

Colo-Rectal Health Check

Good Samaritan Hospital, in conjunction with seventeen area hospitals and clinics, joined forces to offer free colo-rectal screenings to community residents. The hospitals offered individuals convenient at-home screening kits. Approximately 2,000 kits were distributed in the Colo-Rectal Screening Program. We had a 71% return rate with 6% of those participants having positive results requiring follow-up.

Conference Center

Good Samaritan Hospital offers a state of the art conference facility to the region at no cost. In Fiscal Year 2011, the conference center was utilized 97-98 percent of the time between 7 a.m. and 10 p.m. daily. Community programs offered in the conference center have reached approximately 25,000 participants this past year. The conference center also serves as a meeting place for multiple support groups.

Critical Access Hospital (CAH) Network

In 1997, as part of the Balanced Budget Act (BBA), the U.S. Congress created the Rural Hospital Flexibility Program (Flex Program). The Critical Access Hospital (CAH) program is one of the central features of the Flex Program. Its intent is to allow rural communities to preserve access to primary care and emergency services, provide health care services that meet community needs, and help ensure financial viability of program participants through improved reimbursement and different operating requirements.

Today, the Nebraska CAH program continues to be administered by the Nebraska Office of Public Health, in very close collaboration with the Nebraska Office of Rural Health. Nebraska has been extremely active in establishing, implementing, and growing the Nebraska CAH program since its beginning and is recognized around the country as having one of the more innovative and successful CAH programs. As of the end of Fiscal Year 2011, the state had 65 CAH-certified facilities.

The Good Samaritan CAH Network consists of 14 hospitals. These hospital locations stretch from central and south central Nebraska to both northern and western Nebraska. Each hospital provides local health services and access to its service area. The vision of the Good Samaritan CAH Network is to utilize a collaborative approach to improve processes of communication, quality assurance, peer review and credentialing so that care is optimized within each hospital in the network as well as when patients are transferred from Critical Access Hospitals to the tertiary care hospital. As a network, we will look for ways to support the network while strengthening its individual members and the communities they serve.

Critical Incident Stress Management (CISM) Team

Good Samaritan Hospital's Critical Incident Stress Management (CISM) team includes seven state certified and trained CISM debriefers. The team is available to aid any staff member, healthcare worker or any community member through what is known as the debriefing process when they encounter a critical stress incident. A critical stress incident, for example, could be a loss of life that adds traumatic stress to a healthcare professional, teacher or youth. Since forming in January 1997, the CISM team has provided approximately 525 hours of debriefings within the health system.

EN CARE Program (Emergency Nurses' CARE)

EN CARE is a national injury prevention effort sponsored by the Emergency Nurses' Association, Injury Prevention Institute. The GSH Trauma Outreach Coordinator delivers EN CARE programs for children, teens, young adults and senior citizens. An alcohol/drug/tobacco prevention program was taught to all 3rd grade classes in Kearney during Red Ribbon Week. The Trauma Outreach Coordinator at GSH has coordinated the scheduling of many safety programs in the community. This training was made possible with a financial grant awarded from the Nebraska Office of Highway Safety.

Enhanced Access to Richard H. Young Hospital (RYH)

In Fiscal Year 1999, the RYH Access Center began providing free initial assessments. These assessments are conducted by Licensed Mental Health Professionals and are used as a tool to ensure that individuals are referred to the appropriate level of care. In Fiscal Year 2011, the RYH Access Center responded to 669 crisis intervention and information service calls utilizing 335 staff hours and completed 333 initial assessments utilizing 500 staff hours. Richard H. Young Hospital offers speakers specific to behavioral healthcare to agencies and civic organizations in an effort to educate the public about mental health issues. These services are available at no cost for the betterment of persons with mental illnesses and their families.

Family Advocacy Network (FAN)

The Family Advocacy Network (FAN) is a comprehensive, patient-focused program coordinating law enforcement, Health and Human Services, prosecutors, healthcare professionals and advocates to provide an experienced, multi-disciplinary response to abuse and sexual assault. FAN's services include forensic interviewing, medical exams, Sexual Assault Nurse Examiners (SANE) and referral sources to the victims of child abuse, sexual assault, domestic violence, and neglected or abused vulnerable adults. In addition to direct services, FAN provides education about child abuse and domestic violence to community members and professionals in the region. Good Samaritan Hospital provides in-kind office space for the Family Advocacy Network.

Give Health A Hand

Give Health a Hand teaches the public the most effective way to prevent influenza and encourages them to wash their hands, a step toward achieving Good Samaritan's mission of creating healthier communities. The sixth year of the campaign launched in the fall of 2010 during football season. This year, the campaign focused on ways to "Beat the Flu." We involved Buffalo County cheerleading squads and brought Sam the Moose to area football games to spread the message to wash your hands and cover your cough. As part of the campaign, businesses, schools and daycares received laminated handwashing

posters. A 60-second radio and 30-second TV spot, featuring cheerleaders with Sam the Moose, began running on local stations. Sam visited schools and daycares with posters, hand sanitizer, activity books, stickers and a handwashing message.

Health Care Sciences II Class

Good Samaritan Hospital partners with Kearney High School to offer the Health Care Sciences II class. This class meets at Good Samaritan Hospital four days a week and provides real hands-on learning experiences for students interested in healthcare careers. Experts in their fields, different hospital representatives meet with the students over the course of 8 weeks to provide information about their industry, the specific aspects of the care they provide, and various career opportunities within healthcare. The program is divided into five health sciences career pathways, modeled after the Nebraska Department of Education's Career Fields and Cluster Model: diagnostic services, support services, biotechnology research and development, therapeutic services and health informatics. For the 2010-2011 school year, we had 19 students for Class I and 19 students for Class II.

Kearney Area Chamber of Commerce Career Opportunity Fair

Good Samaritan Hospital actively participates in the Buffalo County School to Career initiative as a way to educate junior high and high school students about career opportunities including health careers. Over 1,500 students from around central Nebraska regularly attend the fair.

Midwest Telehealth Network

The Midwest Telehealth Network became operational in 1995 with five rural sites and Good Samaritan Hospital as the hub facility. Since then, the telehealth network has grown to now include twenty-one rural sites from both Nebraska and Kansas. Activity over the network includes teleradiology, clinical encounters, teleemergency, administrative meetings and educational offerings. The program is coordinated by the TeleHealth Department, which is part of Outreach Services. The Network had received thirteen years of continuous funding through the Federal government, which makes it the longest federally funded program in the nation through the Office for the Advancement of Telehealth. The network sites include eighteen Nebraska sites and three Kansas sites. The program is recognized on a national level for the network's achievements. Program staff present on an annual basis at national and state conferences.

The success of the Midwest Telehealth Network has been the catalyst for the creation of the Nebraska Statewide Telehealth Project. The Nebraska Statewide Telehealth Network is unique in that it brings together the hospitals across the state, the public health departments, state government and the bioterrorism labs at the state and regional level. The Network allows the sharing of information and services to many different users

across the state. The Network also allows for increased access to medical consultation in our rural areas as well as provider and community education to the residents of those rural areas. In addition, it helps provide another communication tool for our homeland security effort in the case of an emergency or for educational purposes. This Network is an important part of the State of Nebraska's plan to ensure adequate behavioral medicine resources across the State. Richard H. Young Hospital provides professional support/consultation via Telemedicine for persons with psychiatric crises who may present to Emergency Rooms in hospitals that do not have the resources to meet this need.

Outreach Specialty Clinics

Numerous outreach specialty clinics have been established to provide enhanced access to care in communities outside of Kearney. In concert with Good Samaritan Hospital, the medical staff has established clinics in several specialty areas allowing residents in rural communities to receive care close to home. These specialty areas include: Ear, Nose and Throat, Obstetrics and Gynecology, Hematology and Oncology, Sports Medicine, Ophthalmology, Urology, Neurosurgery, Cardiology, Podiatry, Spine and Orthopedics, Neurology, Nephrology, Pulmonology, Rheumatology and Vascular Surgery.

Physician Recruitment

Good Samaritan Hospital and members of the Medical Staff successfully recruited specialists to Kearney during Fiscal Year 2011. These include physicians specializing in the areas of: emergency medicine, interventional cardiology, pediatrics, obstetrics/gynecology, and internal medicine/hospitalist. The Good Samaritan Hospitalist Service program was launched in August of 2010.

Programs for Families

Good Samaritan Hospital has developed and implemented several collaborative projects to assist families. These projects have been developed from grant funds obtained by the Good Samaritan Hospital Foundation. They include:

Early Development Network:

The Early Development Network (EDN) provides Services Coordination to families who have children 0-3 years of age who have a verified disability per NE Rule 51 (Special Education law). This means that the program is an ongoing central access point for families to help connect them with services in their community that will help them care for their children and ensure the free and appropriate education guaranteed to all children ages birth to 21 in the State of Nebraska. Families are linked with developmental evaluations through their local school district, Nebraska Department of Health and Human Services programs, health resources, parent-to-parent support, and other

supports and services as identified by the families' priorities. EDN Services Coordination through Good Samaritan Hospital covers Planning Region Teams 10 & 28. Counties located in these regions include: Buffalo, Dawson, Sherman, Valley, Loup, Garfield, Greeley, Blaine and Custer. In Fiscal Year 2011, the Early Development Network provided services coordination to an average of 157 families per month, which remained stable with the number served in 2010. The Early Development Network operates from the Richard Young Hospital GSH Campus in Kearney and a satellite office in Broken Bow. The program is currently staffed with six Services Coordinators.

Injury Prevention – Trauma Department:

Injury prevention efforts across the age continuum were successfully implemented with the partnerships of many community entities coming together for the health and safety of our neighbors.

Programs for children included:

- A poison prevention poster contest entry with educational materials was distributed to all elementary age school children in the Kearney Public School system. The winning entry was printed on a billboard in downtown Kearney.
- Hand washing education was done with local day care centers. The “germ light” was used to show the effectiveness of good hand washing and Sam the Moose was on hand to greet the children.
- The Injury Prevention Nurse Coordinator assisted at several child passenger safety inspection stations to properly fit car seats in vehicles.
- A “Slow Down In Our Neighborhood” yard sign contest was implemented at the beginning of the new school year. Entries from all elementary students in Buffalo County were judged for their important safety message. A winner was chosen from each school, as well as an overall winner, whose entry was printed on 150 yard signs. These yard signs were distributed to school neighborhoods throughout the county and were available for purchase at the Sure Cure Gift Shop.
- Over 400 third grade students heard the message “Why I Won’t Use Drugs” during Red Ribbon Week from the Injury Prevention Nurse Coordinator and the Cancer Prevention Nurse. The effects of alcohol, drugs and tobacco on the body, brain and lungs were discussed and also demonstrated with a brain model, real pig lungs and Mr. Gross Mouth.
- During Bicycle Safety Month in May all Kearney Public School 3rd graders were taught about bicycle and pedestrian safety. The 45-minute program included a bike safety video, a demonstration using eggs to show the importance of wearing

a helmet and how to properly wear a bike helmet demonstration. Each child was given a coupon for a free bike helmet or fit for a helmet in their classroom.

- A bicycle helmet fitting took place at the first annual Wellness Matters Event in conjunction with Kearney's Heritage Days. Young and old alike were invited to have their old helmet fit properly or were able to give a donation to have a new helmet fit.

Programs for teens included:

- Injury Prevention at GSH sponsored a booth at UNK's Blue & Gold Fair. Thousands of students and community members were in attendance. Information was available on seatbelt safety, underage drinking prevention, and various other safety materials.
- Programs on the effects of drug, alcohol and tobacco were presented to students in the Truth University classes at Horizon Middle School.
- A presentation was given to Kearney High students in the Health Career Science classes about "Community Health Educator."
- The Safe Teen Driving Scholarship program awarded several kids scholarships ranging from \$50-\$150 for a total of \$2000 to assist with the cost of driver's education classes.
- Alcohol-free Prom and Graduation safety messages were in the media and the "Live to See the Sun Rise, Think Don't Drink" tags were delivered to the local tux and dress shops, florists, and hair and nail salons to give to the teens as a reminder to be safe and smart.

Programs for Adults/Seniors included:

- The Injury Prevention Nurse Coordinator assisted at the MADD Victim Impact Panels that were held in Kearney.
- Injury Prevention had a booth at Kearney Hub's "Prime of your Life Festival." Information was available on preventing falls, how to safeguard your home, driving and seatbelt safety, alcohol use by seniors and more.

Safe Kids Platte Valley:

Unintentional injury is the #1 killer of children in the United States. Safe Kids U.S.A. was launched in 1988 to address unintentional injuries to children ages 14 and under. Since that time, the rate has dropped 47%. Good Samaritan Hospital became part of Safe Kids

in 1996 in partnership with other area hospitals. In 2004, Good Samaritan Hospital assumed a leadership role as the lead agency for Safe Kids Platte Valley. Safe Kids Platte Valley serves Buffalo, Dawson, Lincoln, and other south central and southwestern counties in Nebraska as a partner, educator, and resource in the mission of preventing accidental injuries to children. The major cause of deaths is traffic crashes; falls are the #1 cause of non-fatal injuries. Safe Kids addresses all areas of injury prevention including child passenger safety, fall prevention, bicycle and wheeled safety, water safety, pedestrian safety, farm safety, sports safety, home safety, playground safety, SIDS prevention, and more.

Fiscal Year 2011 Safe Kids activities included:

- Monthly child passenger safety fitting stations in Kearney and North Platte
- Assisting Nebraska Office of Highway Safety and Safe Kids Nebraska with Nebraska Child Passenger Safety Technical Update
- 4-day National Certified Child Passenger Safety Technician Training at the Buffalo County Fairgrounds for eleven registered students from across the state of Nebraska
- Safe Kids Buckle Up events in Kearney and Benkelman, including an event coordinated with Safe Kids Nebraska and the Nebraska Office of Highway Safety to assist in the recertification of Nebraska technicians
- Bike safety and helmet distribution program in Kearney Public Schools and at Yanney Park Heritage Days
- Child Passenger Safety Advocate Training to nursing students at UNMC
- Health fairs, open houses and in-service programs at Nebraska Mid-Winter, UNK Blue and Gold Fair, KHS Teen-Net program, Kearney S.A.F.E. Center, Early Head Start, Kearney Children's Museum, the Nebraska National Guard Haunted Armory, WIC, and the Prime of Your Life Festival
- Child Passenger Safety education and car seats for ESU#11 preschool special needs students from Bertrand and Axtell schools.
- Entered into a contract to provide the Cribs for Kids Safe Sleep program to provide SIDS prevention education and safe cribs for children who do not have a safe sleep environment.

Teen Net (Prenatal and Parenting Program for Teens):

The objective of the Teen Net program is to instill healthy lifestyle choices in teens, which the program has been doing since its inception in school year 1992-93 at Kearney Public Schools. For pregnant and parenting teens this means teaching parenting skills and obtaining timely prenatal care, increasing graduation rates, prevention of child abuse and improving the feelings of self-worth. In previous fiscal years, the program has received grant funding through a variety of sources including Nebraska Health and Human Services Maternal and Child Health Division, Union Pacific Foundation and the Fraternal Order of Eagles. Funding through Good Samaritan Hospital and Kearney Public Schools was provided during Fiscal Year 2011. 100% of the seniors enrolled in the program this year graduated from High School and 50% are going on to further their education.

Project SEARCH

Project SEARCH is a one-year, high school transition program, which provides training and education leading to employment for individuals with disabilities. The Project SEARCH program occurs on-site at Good Samaritan Hospital. The cornerstone of Project SEARCH is total immersion in a large business. Each day, students report to the host business, learn employability skills in the classroom and job skills while participating in 3-4 internships/experiences during the year. Managers at the internship sites work with the Project SEARCH instructor and job coaches to support the students. For the 2010-11 school year as of 6/30/11, all five students have found competitive employment in the community.

Richard Young/Emergency Support Program

Richard H. Young Hospital offers inpatient and outpatient Behavioral Health services to individuals regardless of their ability to pay. Our free, no cost to the consumer or referral source, crisis psychiatric assessment service is offered 24 hours a day/7 days a week. Psychiatric assessments are provided to determine an individual's treatment needs and placed or referred to the appropriate level of care. We also offer at no cost tele-health psychiatric emergency assessment services to rural hospitals that do not have psychiatric services. RYH also offers free educational resources available upon request.

Senior Services Network

Senior Services provides information and support to area older adults and their families through a variety of services and programs. Lifeline personal emergency response service through Good Samaritan provides almost 400 older and disabled adults with the ability to signal for help with the push of a waterproof button worn around their neck or on their wrist. Last year Lifeline responded to more than 300 incident signals for assistance, arranging for help when subscribers were unable to dial 911. Sixty of these assists resulted in transport to the hospital. Currently twelve subscribers have the added

protection of the security provided by the AutoAlert fall detection button. This life saving, innovative device sends a signal to the Lifeline Response Center if the subscriber is unable to push their Lifeline button as the result of a sudden fall. The security provided by Lifeline benefits not only the subscriber, but also gives those close to them peace of mind. The Telecare program, a free of charge service coordinated through Senior Services, provides a daily reassurance call from volunteers to an average of six people per day in the Kearney community. Those who receive Telecare calls appreciate the daily telephone visit from friendly, caring volunteers.

Senior Services also coordinates educational programs providing the Kearney area with information on a variety of topics of interest to older adults. Senior Services staff is available to present programs on topics relating to older adults, including “Changes As We Age” (a hands-on program that demonstrates sensory change associated with aging), preventing senior fraud and fall prevention for seniors. Good Samaritan plays a key role in assisting older adults and their families with the Medicare and the prescription drug plan benefit. Senior Services staff uses SHIIP (Senior Health Insurance and Information Program) training to present informational programs and counsel individuals with questions about Medicare and Medicaid benefits and other health insurance issues. Senior Services staff also educates individuals in navigating the Medicare website to encourage self-sufficiency in Part D enrollment decision making.

Senior Services provides support for Senior College of Central Nebraska through service on the Marketing Committee and assisting with print material layout and publication. Senior Service staff also provides representation for Good Samaritan at quarterly Aging Services Coalition meetings, monthly meetings of the Regency Retirement Community board of directors, End of Life Workgroup and Community Connections.

Telehealth Clinics

Since the inception of the telehealth network at Good Samaritan Hospital in 1994, its use by specialty physicians to provide care to patients in remote areas has increased tremendously. Specialists in Kearney can connect to patients in their local hospital for follow-up visits, medication maintenance or any other number of clinical reasons. In fact, Good Samaritan Hospital accounted for 63% of all telehealth clinical visits in FY 2011. Telehealth is one of the greenest medical processes we have and will continue to play an even bigger role in the future of rural healthcare.

Wellness/Fitness Center

The Wellness/Fitness Center (W/FC) exists to support Good Samaritan Hospital in its mission and vision of improving the health of our community. This is accomplished through the provision of an on-site 29,000 square foot, Medical Fitness Center. Also housed in the Wellness/Fitness Center is our warm water Turtle™ Pool. Turtle™ is an acronym for *Therapeutic Unique Rehabilitative Two Temperature Lap Exercise*. The

exterior, currented track of water (84 to 88°) facilitates water walking and lap swimming with or against the current. The inner, rectangular warm water well (92 to 96°) is utilized for therapy and exercise. The Wellness/Fitness Center is staffed by professionals dedicated to meeting the needs of its members and patients through comprehensive, integrated programs and personalized services such as Personal Training and Massage Therapy. The W/FC Fitness Specialists are Degreed and Certified, providing members with structured programming to help achieve individual health and wellness goals. Our Licensed Massage Therapists offer many different techniques and styles of Massage Therapy not only to help improve various conditions, but also to maintain overall wellness and relaxation. The W/FC is located in the lower level of the Medical Office Building along with the Cardiac and Pulmonary Rehabilitation, Aquatics Rehabilitation, and Company Care departments. Discounts on membership are given not only to Good Samaritan Hospital employees, but also senior populations, hospital volunteers, students and businesses that participate in Wellness Works. Whether a member is striving for a specific fitness goal, continuing a rehabilitative program, or managing various personal health risks, the Wellness/Fitness team is there each step of the way.

D. Donated Funds

Good Samaritan Hospital, through its Foundation and various programs, has taken a leadership role in providing a vehicle for the community at large and employees within the system to donate funds that will serve the needy and a variety of community groups and organizations. Examples of these initiatives include:

AirCare Funds - These are funds designated to support the medical helicopter service in the region.

Cancer Fund - Good Samaritan Hospital and the area community donate to the Cancer Fund to support Cancer Survivor's Day, an awareness campaign in the community. The Cancer Fund is also used to help defray the cost of travel for cancer patients traveling outside the Kearney area for treatment.

Cancer Assistance Fund - This fund was started as an annual campaign by Kearney High School's Tackle Cancer drive. The money raised by students has been donated to Good Samaritan Hospital Foundation to provide financial assistance to patients and families in the Kearney area. Last year, 80 patients and families received \$20,400 from the Cancer Assistance Fund.

Good Samaritan Fund - This fund provides emergency funds and relief for employees, patients and families in need. Individuals received \$6,300 in emergency assistance during the year.

Hiram and Suz Walker Endowed Medical Scholarship Fund - This endowed fund was established in 1997 by Dr. and Mrs. H.R. Walker. The late Dr. Walker was a member of the Good Samaritan Hospital medical staff for 37 years and served as vice president of medical affairs at Good Samaritan Hospital for eight years. The

Walkers' generous gift will assist in providing medical scholarships in the years to come.

Hospice Tree - The community donates approximately \$20,000 each year through the Holiday Hospice Tree to assist functions of the Home Care family bereavement program as well as allow patients to receive hospice care who otherwise could not afford it.

Margaret Mitchell Palmer Hospice/Home Health Endowment Fund - This is a fund established to provide hospice and home health services to those unable to afford such services. During 2010, \$142.48 in funds was distributed to assist patients and their families.

Marjorie Rogers Endowment Fund - Established in memory of Marjorie Rogers to assist hospice patients who are unable to afford such services.

Ron and Carol Cope Endowed Elder Health Care Fund - This is a fund established to assist elder citizens in gaining access to needed healthcare services. Several patients and their families were assisted during Fiscal Year 2011 through the Cope fund. Funds totaling \$2,364 were distributed during the year.

Scholarship Funds and Educational Loans - A variety of scholarship funds and loan assistance programs have been established to provide monetary support for students pursuing careers in health professions. In Fiscal Year 2011, the Good Samaritan Hospital Foundation awarded scholarships to seventeen qualified recipients.

Steinle Endowed Pediatric Fund - The Steinle Endowed Fund was established to assist patients who are under 18 years of age and are not benefited by assistance from Medicaid and/or insurance.

Bernard Haag Nursing Scholarship Fund - This endowed fund was established in memory of Bernard Haag to benefit individuals pursuing a career in nursing. In FY11, ten scholarships were awarded to area students.

Healthy Weigh Scholarship Fund – This scholarship was established by a donor in 2003 to provide people with financial need scholarships to the Healthy Lifestyles Healthy Weigh Weight Management Program.

Wellness/Fitness Center Scholarship Fund – This fund was established by a donor in 2003 to provide people with financial need scholarships to the Wellness/Fitness Center at Good Samaritan Hospital.

Don and Delores Williams Endowed Scholarship Fund – The late Don Williams was a former employee of Good Samaritan Hospital. In 1992, he and his wife, Delores, created this endowed scholarship. This scholarship makes possible an annual scholarship for a student pursuing a health care career.

Shirley Chavanu Nursing Scholarship – Shirley Chavanu was an oncology nurse at Good Samaritan Hospital from 1982 to 1999. She is currently a Nurse Practitioner in the Cancer Center. Shirley, her family, and friends have made possible this annual scholarship for an individual pursuing a career in nursing.

Buffalo County Medical Alliance Scholarship – Since 1989, the Buffalo County Medical Alliance has provided Good Samaritan Hospital Foundation with an annual scholarship for a student pursuing a health care career.

Healthy Lifestyles Programs – Donations from the community have provided scholarship funds for eligible recipients to participate in programs to promote health and wellness. Such programs include: Tobacco Cessation, Exercise Consults and Healthy Weigh.

The Foundation also awarded Safe Teen Driver Scholarships in the amount of \$2,800 to thirty-six high school students attending Driver's Education.

In FY 2008, a Lifeline fund was established to assist Lifeline subscribers with financial need.

During Project Snowflake, Good Samaritan employees donated nearly \$7,600 to the Jubilee Center, the SAFE Center, Salvation Army and the Good Sam Fund.

In summary, during Fiscal Year 2011 the Foundation raised \$1,878,465 in grants, cash and irrevocable deferred gift agreements.

E. Fundraisers Supported

American Cancer Society - Relay for Life

The Relay for Life is held annually by the American Cancer Society with assistance from many community members. In Fiscal Year 2011, Good Samaritan Hospital was a corporate sponsor for the relay and supported the event with \$2,500. Good Samaritan staff participated on teams. The event allows participants from all walks of life, including patients, medical support staff, corporations, civic organizations, churches and community volunteers to join together to fight cancer.

Pediatric Department United Way Back to School Link

Good Samaritan Hospital's Pediatric Department coordinates an annual school supply drive for area school students through the United Way and Dobytown Kiwanis. In Fiscal Year 2011, over 500 backpacks were filled for children in Buffalo, Kearney, Phelps, Harlan, Franklin & Custer counties through this project. Good Samaritan staff donate needed school supplies including: erasers, red/blue pens, scissors, glue, school boxes, folders, rulers, paper, notebooks, markers, pencils, Kleenex, highlighters, colored pencils and crayons.

United Way

In Fiscal Year 2011, approximately \$30,861 was pledged by Good Samaritan Hospital employees to the local area United Way to assist a variety of community service agencies.

F. Sponsorship Funds

Good Samaritan Hospital, through its Corporate Contribution for Community Benefit Policy, has provided sponsorship funds to groups and events meeting the criteria for sponsorship established in the policy. In Fiscal Year 2011, \$6,000 was donated to assist with sponsorship of Life Choices; \$1,500 was donated to the Nebraska AIDS Project; \$10,000 was donated to the Prince of Peace and St. James Catholic Church Capital Campaign; additional donations were given to Relay for Life and alcohol free post prom events in Amherst, Axtell, Burwell, Callaway, Elm Creek, Gibbon, Kearney, Kearney Catholic, Ord, Overton, Pleasanton, Ravenna, Red Cloud, Shelton, and Wilcox-Hildreth.

\$30,000 was donated to the Buffalo County Community Partners to assist with funding collaborative efforts in the community that focus on attainment of one or more of the Partner's priority health goals. An additional \$5,482 of in-kind resource support (office space) was dedicated to the Partners.

G. Volunteers

Good Samaritan Hospital, through its Volunteer Service League and the participation of its board members, medical staff, hospital and Foundation staff in community organizations, provide countless hours of non-paid time and donations to the community and those in need.

Volunteer Service League

Last year the Good Samaritan Hospital Volunteer Service League volunteers were recognized for giving 85,618 hours of service to Good Samaritan Hospital and Richard H. Young Hospital and for donating \$95,991 to meet needs within the Hospital. Had Good Samaritan Hospital paid for these hours of service, the estimated expenses would have totaled \$1,567,350.

The mission of the Volunteer Service League is to provide holistic services to the patients and their families. To that end, volunteers provide over 20 different services throughout the hospital. They distribute mail within the organization and serve as hosts and hostesses in many waiting rooms and reception areas. Scared children leave grinning with the stuffed animals that volunteers provide. Volunteers work in our two gift shops, as well as offering pet therapy and therapeutic "Clown" visits to many patients and families and staff. Some volunteers knit hats for newborns. For the last several years GSH has sent home well over 1,000 newborn babies with handmade knitted or crocheted hats. Our volunteers also make knitted and quilted lap robes for adult patients. Our volunteers make handmade blankets and "cuddle pillows" for our pediatric patients. We

have talented volunteer musicians donating many hours to play our Clavinova. Our volunteers reach out to the community offering their caring touch in many different ways.

H. Education of Medical Professionals

Medical Education:

Good Samaritan Hospital supports the education of medical students by providing specialty specific physician-supervised rotations in conjunction with medical schools, the primary facility being the University of Nebraska Medical Center (UNMC). The teaching facility contacts the physician to arrange for one- or two-month rotations of supervision and training. Good Samaritan Hospital provided housing and/or meals for 71 students who completed 83 rotations in Fiscal Year 2011.

Other students from various programs and colleges are provided educational experiences at Good Samaritan Hospital. APRNs, RNs, LPNs, psych students, master's level counseling students, and recreational therapists are provided a broad range of educational experiences from field experiences to internships.

Rural Family Practice Residency Program:

The Kearney Rural Training Track of the University of Nebraska Medical Center (UNMC) Family Practice Residency Program began at Good Samaritan Hospital (GSH) in July 1993. GSH and UNMC entered into an agreement to provide clinical teaching for UNMC family practice residents at Good Samaritan Hospital and clinical services for patients of the hospital. Good Samaritan is committed to providing appropriate general and specialty requirements for graduate medical education as described in the Essentials of Accredited Residencies in Graduate Medical Education.

Nineteen residents have graduated from the UNMC/Kearney Rural Training Track program with several currently practicing family medicine in the Kearney area. Good Samaritan hosted two family practice residents in the 2011 fiscal year.

The expenses of the residency program are shared between GSH and UNMC while Kearney physicians provide specialty rotation supervision. This residency program is unique in that there are a maximum of four family medicine residents in Kearney at one time. The residents complete their first year of residency at UNMC and the following two years are completed in Kearney. In Fiscal Year 2011, the residents saw patients on a regular basis at Family Practice Associates clinic in Kearney.

I. Research

The Oncology physicians and staff in the Cancer Center at Good Samaritan Hospital are active in clinical research for the treatment and prevention of cancer. In Fiscal Year 2011, Good Samaritan Hospital spent \$316,355 on maintaining a cancer registry and conducting cancer research studies.

J. Community Building Activities

Buffalo County Community Partners

The Buffalo County Community Partners is a non-profit organization whose mission is to assess, promote and strengthen the health of Buffalo County. Community Partners 'identifies' priority well-being issues in the community, 'creates' county-wide strategies to target these issues, 'builds' community partnerships, and 'improves' overall health status by measuring community progress.

Today, 1,000 individuals and 200 organizations in Buffalo County are working together to create positive change in their community. These volunteers are making 450,000 personal contacts annually.

This "Building A Healthier Community" initiative began in 1995, when Good Samaritan Hospital convened a group of 25 organizations to conduct a county-wide health assessment. Today, Good Samaritan Hospital is one of 25 organizations represented on the Partners Board of Directors.

The vision of the Partners is that "everyone from all corners of Buffalo County work together to improve the quality of life of those who live in and work in this community."

In 2009 and 2010, the Partners conducted a county wide health re-assessment. From that assessment, Buffalo County 2020 Vision was developed. The Vision is grounded in five strategic directions 1) Active Living and Healthy Eating, 2) Eliminate Health Disparities, 3) High Impact Prevention Services, 4) Healthy Homes and Sustainable Communities, and 5) Injury Free Living.

As a part of the 2020 Vision, Community Partner Coalitions will ELEVATE health issues in Buffalo County, ENGAGE residents in accountability to health, EMPOWER residents to create change, and EVALUATE progress toward Building a Healthier Buffalo County.

Building a Healthy Community Celebration 2011

Good Samaritan Hospital, in conjunction with the Kearney Park and Recreation department, organized the 16th Annual Community Olympic Games, in which approximately 650 people participated. The games are designed to promote a healthy lifestyle, community spirit, teamwork, socialization and fun. Other summer healthy community events included the Good Samaritan Hospital 18th Annual 5K Run/Walk Olympiad, with an additional 200 participants.

Healthy Community Awards

Good Samaritan Hospital sponsored the second annual Healthy Community Awards presentation to recognize area residents and organizations for their work in developing programs that make Central Nebraska a healthier place to live. The Healthy Community Awards were given in a total of six categories: advocacy, education, prevention, partnership, leadership and recreation. A community advisory committee selected award recipients based on their contributions in a particular category. The awards are widely publicized to encourage other individuals and organizations to support healthy behaviors.

Wellness Works

In 2001, Kearney celebrated achieving WELL CITY U.S.A. status in fulfillment of a goal set by the Kearney Area Well Workplace Task Force in 1996. The philosophy of Well City, U.S.A. is to have worksites, individually and collectively, take steps to continually improve the health of employees and their families.

Wellness Works member benefits include annual education and training of site coordinators, a website accessible only to members as a hub for all Wellness Works related activities, quarterly lunch and learn opportunities, inclusion in participation of community events such as Walk Out On Your Job, the Annual Health and Safety Conference and the Domestic Violence 5K Walk, an annual health risk appraisal for employees, and discounts for employees on various products and services offered at participating Wellness Works member businesses.

In 2009, Wellness Works of Kearney released new membership criteria to provide Kearney area businesses the opportunity to strive to better their workplace health promotion programs by applying for the Governor's Award for Wellness, which was created to encourage all businesses in Nebraska to offer wellness and health programs for their employees.

K. Recognitions

In Fiscal Year 2011, Good Samaritan Hospital received special recognition/awards in the following areas:

- Catholic Health Initiatives was named one of the 51 top health systems by Thomson Reuters. The second annual study identified the best-performing health systems based on clinical performance across their entire system. Researchers from the Thomson Reuters 100 Top Hospitals® program analyzed the quality and efficiency of 255 health systems, and found statistically significant differences between top and bottom performers in several key areas. This award is a testament to the skill and care provided at each CHI facility across the nation every day.
- Good Samaritan's physician ambassador program—part of our National Doctors' Day recognition— received a Spirit of Caring Award in the category of Human Interactions by Planetree International during their annual awards presentation. This program was recognized at the national Planetree conference. Congratulations to those who have worked diligently to extend our caring interactions to not only our patients, but also our physicians and fellow staff.
- Sr. Rita Beason, directress of GSH Pastoral Care, was installed as a councilor during the Transition Ceremony of the Provincial Leadership of the Sisters of Saint Francis. In addition, former GSH Board of Directors member Sr. Nadine Heimann was installed as the provincial president. Sr. Nadine and Sr. Rita were installed along with four other Sisters of Saint Francis to leadership positions they will hold for the next four years.
- In a surprise ceremony, Carol Wahl was presented with the Planetree Lifetime Achievement Award. Each year, Planetree presents its Lifetime Achievement Award to one individual who has made an outstanding contribution to the development and practice of patient-centered care. The award honors an individual whose leadership has significantly impacted practices that touch patients, their families and staff within a variety of health care settings. In selecting an individual, the organization looks for someone who role models patient centered care as well as advancing it at a regional, national or international level, not only at the local level.
- Congratulations to Lesley Bollwitt-Maria (GSH Foundation grants coordinator), Kimber Bonner (ICU manager) and Brenda Dunkel (Finance director) who have all been accepted into the next Leadership Kearney class! Leadership Kearney is a program that identifies individuals to represent our community. Those chosen to participate have sincere motivation and interest in improving the Kearney area, have a demonstrated capacity for leadership, and a commitment to supporting

leadership development in our community. The GSH folks who have been recently accepted to the program will serve a two-year term beginning in October. At this time, we also congratulate our recent graduates of the LK program: Paul O'Connell, Janelle Kircher and Joni Paulsen. Thanks for giving your time and talents for the betterment of our community!

- Each spring during National Poison Prevention Week, Good Samaritan partners with local schools to coordinate a poster contest. The local winner gets his or her artwork placed on a billboard in Kearney and the poster is then sent on to the National Poison Prevention Week poster contest. Our local winner was Jordyn Kohtz, now a fourth grader at Glenwood Elementary School in Kearney. Her poster went on to the national level where she won 3rd place overall in the 8 and under age group. Congratulations to Jordyn on her prestigious win and her efforts to help prevent poisonings
- Clairvia presented the 2010 Innovation Award at the User Conference in Orlando, Fla. on August 19. This award was created in 2009 to recognize technological “firsts” in the healthcare industry, business process transformations and outstanding achievement in the use of Care Value Management (CVM) by Clairvia customers. The CVM Innovation Award was presented to Catholic Health Initiatives (CHI) for its innovative implementation of tracking patients’ expected length of stay by MSDRG. The CHI implementation team included IT, case managers, care nurses, and physicians to develop a business process that enables the care team to target and better plan for patient’s discharge. The MSDRG and expected target length of stay is no longer in what many referred to as the “back office,” but managed at point of care during daily collaborative rounding.
- Good Samaritan Hospital is one of six hospitals to receive the first annual T-System Client Excellence Award. [T-System](#), Inc., an industry leader in clinical, business and IT solutions for hospital emergency departments (EDs), selected the winners from more than 1,700 facilities nationwide. Award winners represented the facilities that most effectively partnered with T-System in 2010 to improve their quality, operational and financial results in the ED. We used the T-System software as part of the Lean efforts in the ED to reduce door-to-doctor times. GSH Emergency Services won the T-System Client Excellence Award for Nursing Care Efficiency, reflecting results achieved by using T-Sheets, the system that set the standard in ED documentation solutions.
- Each year the Nebraska Hospital Association asks its member hospitals to select one employee who exemplifies the “care” that goes into healthcare for the “Caring Kind” Award. Good Samaritan Hospital proudly presented Ernie Scarrow as our 2010 Caring Kind Award recipient. Ernie is a keeper of Good Samaritan Hospital. He’s worked in our Maintenance department for almost 25 years and has dedicated his career to projects both big and small that ensure our facility runs smoothly each and every day. His talents are many, and his approach to work

follows in the footsteps of the original Good Samaritan. He helps anyone in need—visitors and coworkers alike—with equal respect and kindness. We are honored and blessed to have Ernie in our Good Samaritan family.

- The Nebraska March of Dimes chapter hosted its annual Excellence in Nursing Awards ceremony October 21 in Omaha. Carol Wahl, vice president of patient care services and Marcie Holmes, RN at RYH both received Excellence in Nursing Awards. These awards recognize nurses across the state for their contributions to the profession. Nominations are taken from fellow nurses, patients, community members and other healthcare professionals. More than 100 individuals were nominated for 2010 awards. In addition to Carol and Marcie, Kimber Bonner, Shari Freeman, Kate Oelkers and Hillary Stoner were also nominated for Excellence in Nursing awards. Congratulations!
- The Nebraska Cancer Registry has been awarded two achievement certificates. Not only was the registry awarded the North American Association of Central Cancer Registries (NAACCR) Gold Standard award for the 13th consecutive year, it was also awarded the CDC National Program of Cancer Registries Award for National Data Quality and Completeness Program and USCS Publication Standard. This recognition is only awarded to those registries that achieve the highest standards in data quality and completeness. While the number of registries that have met the standards continues to rise, Nebraska is among a very small group of cancer registries that have met the standards can claim 13 consecutive NAACCR Gold Standard certificates.
- Winners named at the national Planetree conference include Carol Wahl, Dr. Richard Hranac, Marcie Holmes, Susan Bibler and her Great Dane Franklin, and the physician ambassador program. Congratulations to all of the winners!
- Carol Wahl, FACHE, vice president of patient care services at Good Samaritan Hospital, became a Fellow of the American College of Healthcare Executives, the nation's leading professional society for healthcare leaders. Fellow status represents achievement of the highest standard of professional development. In fact, only 8,500 healthcare executives hold this distinction. To obtain Fellow status, candidates must fulfill multiple requirements, including passing a comprehensive examination, meeting academic and experiential criteria, earning continuing education credits and demonstrating professional/community involvement. Fellows are also committed to ongoing professional development and undergo recertification every three years.
- To jumpstart their vision for a surgical center of excellence right here at Good Samaritan Hospital, Kearney Physician Management Group, LLC (our co-management structure for Surgical Services) made a gift to the GSH Foundation. This \$15,000 gift will fund education opportunities for Surgical Services and Peri-

Anesthesia Services so staff and physicians alike are able to stay current on the latest developments in surgical healthcare.

- Good Samaritan Hospital is the first hospital in Nebraska and one of only 118 hospitals nationwide to earn the prestigious Energy Star rating. Energy Star is the national symbol for protecting the environment through superior energy efficiency. Buildings that earn the Environmental Protection Agency (EPA) Energy Star use 35 percent less energy and generate 35 percent fewer greenhouse gas emissions than similar buildings across the nation. On our journey to earn Energy Star that started five years ago, GSH has reduced energy usage by 24 percent.
- Carol Wahl, Vice President of Patient Services, was elected to a three-year term on the Kearney Chamber of Commerce Board of Directors. Carol's diverse healthcare expertise will certainly enhance this important board that represents our community. In addition, GSH Board of Directors member Tom Tye II was elected president of the Kearney Chamber of Commerce Board for 2011. Mike Schnieders, as President and CEO of GSH, is also considered an ex-officio director of the Chamber board along with other community representatives including UNK chancellor, KPS superintendant and others.
- A CMS surveyor returned to Good Samaritan Hospital for a follow-up visit related to CMS' December 2010 survey of our facilities. The main intent of the survey was to verify that our plan of correction submitted in regard to their last visit has been effectively implemented. The surveyor only reviewed items reported on previously and the follow-up to those items. No new areas were surveyed. Great news: We passed with flying colors!
- Karla Hosick, RN, GSH's trauma nurse coordinator, also serves as the president of the Nebraska Emergency Nurses Association State Council, which received the ENA State Council Achievement Award in Portland, Oregon at the national ENA Leadership Conference. The Nebraska council was recognized for their efforts to effectively network among members, promote professional development for members, and conduct its affairs in a sound business manner. Congratulations to Karla and all the members of the Nebraska ENA State Council!
- Samantha Homan, a fourth grader from Park Elementary, won a countywide contest to design a poison prevention poster that is displayed on a billboard at 25th Street and Avenue A in Kearney. This is the third year that GSH has partnered with the Nebraska Regional Poison Center to bring focus to poison prevention with the poster contest for Buffalo County elementary students. The Nebraska Regional Poison Center sponsored a similar contest in Omaha. The effort is part of National Poison Prevention Week, March 20-26, when organizations across the nation bring special attention to the dangers of childhood poisonings.

- The Midwest Association for Medical Equipment Services (MAMES) announced the winners of its two Provider of the Year Awards, which included our own Jerry Culver from Central Nebraska Home Care in Kearney and Grand Island. MAMES is based in Stillwater, Minnesota and is a seven-state organization representing the interests of the home medical equipment industry. Congratulations to Jerry on this tremendous achievement!
- At the Freedom Awards banquet hosted by the Kearney Hub, the teenagers behind the “Tackle Cancer” fundraising campaign in Kearney received one of the Hub’s regional Freedom Awards in the Youths Who Care category. Originally launched at Kearney High School in 2009, the Tackle Cancer effort grew to encompass KHS, Kearney Catholic High School and University of Nebraska at Kearney in 2010. To date, roughly \$45,000 has been raised by these youths who care to help local cancer patients who are struggling financially. Those funds have provided much-needed assistance to GSH Cancer Center patients for items like new tires so they could continue driving to receive treatments, gift cards for fuel, help with utility bills, and more.
- PCU Director Janelle Kircher received certified executive in nursing practice certification through the American Organization of Nurse Executives. Janelle is the first person at Good Samaritan Hospital to receive the CENP.
- The CHI Board of Stewardship Trustees approved a 2011 Mission and Ministry Fund Grant for Good Samaritan Hospital's Community Health Access Team (CHAT) Pathways Community HUB project. The project that will be carried out in conjunction with Buffalo County Community Partners has been approved for three years. First year grant funding of \$157,412 has been approved. Second and third year funding is pending, based on successful completion of the first year's goals and objectives. The goal of the Community Health Access Team (CHAT) Pathways Community HUB project is to develop a formalized Pathways structure to overcome various barriers to expand access to healthcare services across Buffalo County. Specifically, this grant project will target qualifying adult diabetic clients.