



# Community Benefit Report 2011



# Delivering on a promise: **Better health for all.**

At Virtua, our mission is to help people be well, get well and stay well. Providing easy access to high quality health care is our first priority, and we have a long history of fostering the wellbeing of residents of the communities we serve.

We understand the effects the stalled economy has had on South Jersey residents and know that many are deferring care due to financial hardship. To respond to this need, we expanded our outreach in major programs, increasing our charity care by 28% in 2011.

In addition to subsidized medical care, Virtua provides a wide range of education and prevention services designed to help people identify health risks as early as possible. Our focus on education and prevention means better care and better outcomes.

In 2011, Virtua subsidized over \$64.2 million in care for the uninsured. We delivered or supported health improvement programs with an additional \$26 million throughout our region. Through our relationships with regional educational institutions, and as a major employer, we fostered job growth and development.

Virtua is focusing on the future healthcare needs of our community. Through our ongoing assessment of community health needs, we are able to plan the programs that will be most valuable to the population we serve.

The generous and compassionate staff from our broad network of services is focused on this objective. Together, we consider it a privilege to extend access to services and create a better healthcare environment for all South Jersey residents. Our 2011 Community Benefit Report outlines the programs provided to the community free of charge or subsidized by Virtua.

# Community Benefit Overview

## Charity Care & Means-Tested Government Programs

Hospital Charity Care	\$37,388,169
Medicaid Shortfall	\$26,904,503
<b>SUBTOTAL</b>	<b>\$64,292,672</b>

## Non-Clinical Community Benefit Programs

Community Health Improvement Services	\$929,781
Health Professions Education	\$7,753,416
Subsidized Health Services	\$16,304,825
Cash and In-Kind Contributions	\$660,922
Research	\$290,816
Community-Building Activities	\$64,293
<b>SUBTOTAL</b>	<b>\$26,004,053</b>

TOTAL COMMUNITY BENEFIT: \$90,296,725

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## Charity Care & Means-Tested Government Programs

2011 Total: **\$64,292,672**

### Hospital Charity Care

Charity care assistance is available to those whose financial circumstances may make it challenging for them to pay for hospital care. The New Jersey Hospital Care Payment Assistance Program (NJHCPAP) provides payment relief for uninsured or underinsured patients. Program qualification includes both income and asset tests. Assistance is available for income levels up to 300% of the federal poverty guideline. For patients that qualify, care is provided without charge or at amounts less than charges.

Some patients in need of assistance may not meet the NJHCPAP criteria. In order to provide assistance to a larger segment of our community, the Virtua Charity Assistance Program (CAP) was created. Under the CAP, qualification is based solely on income, not assets. Individuals with household income up to 500% of federal poverty guidelines are provided a substantial reduction to charges. In addition, patients who qualified for a partial (less than 100%) charity care adjustment under the NJHCPAP will receive an incremental reduction under the CAP to bring their total reduction to the maximum of the two programs.

If all efforts fail to identify insurance or qualification for assistance under a program such as Medicaid, or for charity care relief under the NJHCPAP or CAP criteria, Virtua will attempt to obtain an estimate of the annual income of the responsible party and will apply assistance as specified under the CAP. The CAP also provides assistance to those experiencing medically catastrophic circumstances but whose income is too high to qualify for relief under the NJHCPAP or CAP criteria. In 2011, Virtua received state funding equal to approximately 10% of the aggregate cost of care provided to individuals who received assistance under both the NJHCPAP and CAP.

### Medicaid Shortfall

Virtua cares for many individuals who have qualified for coverage under the Medicaid program. Some are enrolled in the program as administered directly by the State of New Jersey, while others are enrolled in Medicaid plans that are managed by health maintenance organizations. Aggregate payments from all Medicaid plans are not adequate to pay for the total cost incurred providing care to these individuals. Accordingly, there is an unreimbursed component of the cost of caring for those having coverage under the Medicaid program, which is accounted for under this category.



## Non-Clinical Community Benefit Programs: **Community Health Improvement Services**

2011 Total: **\$929,781**

At Virtua, we want to help prevent illness before it starts. That's why we devote so many resources to educating people at all stages of life about health and wellness. We provide extensive community-based clinical services such as screenings for cancer, diabetes, stroke, high blood pressure, and much more, for men, women and children.

## **Maternal and Child Health Services**

The staff of Virtua Maternal and Child Health Services focuses a large portion of their time to developing and administering programs which benefit mothers and children who would be underserved in our health care system. In 2011, Virtua provided the salaries of multiple staff members who devote their time to these families through a wide range of programs, including:

### Childbirth Education

Over 8,000 babies are born at Virtua each year, many to first-time mothers. To help parents prepare for childbirth, Virtua provides childbirth education classes. While a fee is charged to those who are able to pay, expectant mothers with financial limitations are provided with free or reduced-fee classes. In 2010, Virtua sponsored 50 families due to financial need.

### Pregnancy Testing and Counseling

Virtua's Center for Women provided free pregnancy testing and prenatal counseling for under-served women. The program benefited hundreds of expectant mothers during 2011.

### Postpartum Depression Screening

About 8,000 women are screened annually, and those diagnosed are offered extensive counseling and support.

### Car Seat Fitting Stations

To ensure that children are properly protected while traveling, Virtua provided free car seat fitting services and education for over 7,000 families after the birth of their child.



## Non-Clinical Community Benefit Programs: **Community Health Improvement Services**

### **Communication, Education and Program Access**

Virtua works intensely to communicate the full breadth of our services so that the entire community is engaged and aware of the programs that are available to improve their health. Our ongoing goal is to increase access to all.

### Access Center Services

Virtua provides services to help people locate physicians and healthcare services, and to link community members to free educational programs. In 2011, the Virtua Access Center handled 124,798 calls for detailed information about health services.

## Health Information Publication

Virtua publishes *HealthSavvy* several times each year, reaching more than 250,000 households throughout South Jersey. Residents rely on advice from physician interviews and can get information about free health education seminars, support group meetings. The publication is fully funded by Virtua.

## Speakers Bureau

In 2011, Virtua physicians and clinicians brought important healthcare information to over 29,000 people at more than 260 events throughout South Jersey. Topics ranged from stress management and heart disease to diabetes and bone density.

## JCC Kidsland

Virtua sponsored the 2011 Jewish Community Center Kidsland event. Virtua child-life specialists, nurses and employees worked with more than 3,500 children and family members to explain the inner-workings of a hospital and to demystify the surgical process. Activities were designed to help children reduce their fear of hospitals, as well as to stimulate interest in health care.

## Teddy Bear Clinics

To help minimize the anxiety children may feel about a hospital or emergency room visit, Virtua Memorial hosted Teddy Bear Clinics for about 700 pre-K and early elementary school-age children.

## Non-Clinical Community Benefit Programs: **Community Health Improvement Services**

### **Communication, Education and Program Access (continued)**

#### Youth Sports Safety Event

Through its partnership with the Philadelphia Flyers, Virtua hosted an educational program for 50 parents about prevention of sports injuries.

#### Love Your Heart, Pamper Your Soul

This educational session about women's heart health was held in Washington Township during February, American Heart Month. The event, part of Virtua's recognition and support of Go Red for Women, was attended by 100 women.

#### Cancer Survivors' Night

Virtua supports this annual event at the Riversharks stadium. Virtua sponsored more than 300 survivors who gathered to celebrate their health.

#### Dinner with Physicians

The popular "Dinner with a Doc" program hosted by Virtua Berlin provided area residents with the opportunity to meet with physicians on an informal basis, and to ask questions about specific healthcare topics.

#### Infection Control Training

Virtua continued to emphasize the critical importance on infection control throughout 2011, offering training on infection control and quality management. More than 140 members of the community and medical professions received training on the prevention of the spread of infection.

#### Weight Loss and Fitness Seminars

More than 2,800 people attended events at Virtua's William G. Rohrer Center for HealthFitness. Attendees learned about improvements they could make in the areas of nutrition, fitness and weight control, for better health.

#### Diabetes Screening and Education

Virtua provided diabetes screening and education at 36 different events to more than 5,900 community members and healthcare professionals during 2011.



## Non-Clinical Community Benefit Programs: **Community Health Improvement Services**

### **Screening**

#### Camden Diagnostic Testing

This program is provided to alleviate the burden on patients with limited options for transportation. Virtua provided free specimen collection services so patients could avoid traveling to inconvenient testing locations specified by their insurance plans. In 2011, Virtua provided more than 4,000 patients with testing free of charge.

#### Stroke Education and Screening

Virtua provided 16 free stroke education and screening events in 2011. More than 450 people benefited from these events in which the predictive factors of a stroke or heart attack were identified and explained by Virtua medical staff.

#### Berlin Health Screenings

More than 200 Berlin-area residents were screened for blood pressure and stroke at a free health fair hosted by Virtua Berlin.

#### William G. Rohrer Center for HealthFitness

Each year, Virtua's fitness facility donates memberships to patients who would benefit from routine exercise in a gym but are unable to pay dues. During 2011, Virtua provided memberships to 48 patients.

### **Support Groups**

Virtua professionals facilitate a variety of support groups for community members faced with the challenges of sudden or chronic illness, loss of a family member, and more. Professionally guided sharing among those dealing with similar situations often provides comfort and helpful perspective.

#### A few of the groups provided:

- Postpartum depression
- Breastfeeding
- Diabetes
- Heart disease
- Alzheimer's disease
- Loss of a child



## Non-Clinical Community Benefit Programs: **Community Health Improvement Services**

### Red Cross Blood Drives

Virtua hosted more than 20 blood drives throughout its facilities in 2011. Virtua employees coordinated and worked at the drives in support of the blood donation needs in Camden and Burlington Counties.

### Workplace Blood Donor Coalition

Virtua staff coordinated efforts with county health organizations to increase participation in blood donations throughout South Jersey.

## Burlington & Camden County All-Hazards Emergency Planning and Burlington County CHIP

Virtua management provides guidance and counseling on the development of emergency preparedness programs related to a wide range of community threats for each of these counties.

## CPR/AED Community Education

Virtua's Mobile Intensive Care Unit (MICU) provided free CPR and automated external defibrillator training to more than 280 community members in 2011.



## Non-Clinical Community Benefit Programs: **Health Professions Education**

2011 Total: **\$7,753,416**

Virtua is committed to ensuring that quality physicians, nurses and other medical professionals are available to support the growing need for medical care in our region.

Virtua offers residency programs in family practice, dentistry and podiatry, and also participates in residencies sponsored by other institutions for ob/gyn, emergency medicine and surgery.

Virtua provided continuing medical education credits at no cost to more than 8,000 physicians, medical students and nurses during 2011. Virtua incurred all administrative expenses for this critical education.

Virtua also provided more than 520 hours of training for Medical Lab Technicians on-site at Virtua facilities to Camden County College medical technology students.



## Non-Clinical Community Benefit Programs: **Subsidized Health Services**

2011 Total: **\$16,304,825**

Virtua provides a wide range of outpatient services to meet community need, including emergency medicine, cancer care, primary and specialty care for infants, children, teens and adults. Virtua subsidizes women's clinics for gynecological and obstetrical care, as well as behavioral health and emergency trauma services. The costs related to these services are in excess of reimbursements to Virtua.

### SouthStar

Virtua provides South Jersey's only designated airborne emergency medical service, SouthStar, for fast, reliable transport for the seriously injured. The SouthStar helicopter is available for transport 24/7.

### Emergency Medical Services

Virtua's Mobile Intensive Care Unit (MICU) includes 11 advanced life support units (ALS) and more than 165 full- and part-time paramedics working with community ambulance and rescue teams to provide life support prior to hospital care. With testing, advance diagnosis, lifesaving care and communication to hospital staff, overall care and prognosis are improved for patients.

### Oncology/Cancer Program and Community Outreach to Reduce Cancer (CEED)

Virtua is the recipient of a Cancer Education and Early Detection (CEED) grant in Camden County and is a contractor in Burlington County to provide education about cancer and screening for a variety of cancer types. Throughout 2011, Virtua partnered with community organizations to promote healthy lifestyles and held multiple screenings and educational events in support of over 2,000 people in Burlington and Camden Counties. Virtua provided office space, communication services and support staff.

### Early Intervention Program

Virtua physical, occupational and speech therapists offer comprehensive services for developmentally delayed young children throughout the region. This early intervention, between birth and age three, has a significant impact on a child's development.

## Non-Clinical Community Benefit Programs: **Subsidized Health Services**

### Camden Family Health Center

Virtua Camden provides residents of Camden and surrounding communities with comprehensive family medical care. Patients see physicians of their choice for primary care of infants, children and adults. When specialized care is needed, the Center offers additional services such as cardiology, diabetic services, and wound care. Weekend and evening hours are offered for patient convenience.

### Centers for Women

The Virtua Centers for Women offer comprehensive services for women who might have limited access to obstetrical and gynecological care due to lack of insurance. From high-risk prenatal and maternity care to routine screenings, women are assured the best available ob/gyn care throughout life.

### Memorial Inpatient Psychiatric Care Unit

Virtua Memorial's inpatient psychiatric unit provides patients with 24-hour access to care from professionals such as psychiatrists, psychologists or licensed social workers.

### Physician Charity Care Program

Virtua compensates specialty physicians for their provision of professional medical services to ensure that necessary care is available to uninsured patients in the emergency departments as well as those who are admitted to the hospital.

## Non-Clinical Community Benefit Programs: **Cash and In-Kind Contributions**

2011 TOTAL: **\$660,922**

### **Sponsorships and Charitable Events**

Virtua made direct financial contributions to non-profit community and healthcare organizations located throughout Burlington, Camden and Gloucester counties. In addition to major sponsorships of Go Red for Women and March of Dimes, Virtua also supported a host of local non-profit charitable organizations focused on community health.

#### The William G. Rohrer Center 5K Walk/Run

Event staff plan and manage the annual William G. Rohrer Center for HealthFitness 5K Race and 1 mile Fun Walk, which benefits the Virtua Fox Chase Cancer Program. A portion of the proceeds also funds scholarships to the Moving On exercise program for cancer survivors.

#### The William G. Rohrer Center Golf Tournament

This event raised funds for Healing the Children – New Jersey, a nonprofit organization dedicated to providing donated medical care to impoverished children in the United States and throughout the world. Virtua's Rohrer Center staff donated time during regular work hours to plan and host the event.

#### Pool, Pump and Pedal

Virtua's Pool Pump and Pedal is designed to promote the value of group exercise while raising funds for the American Heart Association. It incorporates many different activities appealing to participants – regardless of age and ability – and since its inception, the event has helped to raise more than \$150,000.

#### Cost of Fundraising for Charitable Events

Virtua employees contributed their time during regular working hours to the charitable organizations which Virtua sponsors, including Go Red for Women, March of Dimes, and Susan G. Komen Race for the Cure.

#### PC Computer and Laptop Donations

Virtua donated desktop computers to Archway Programs, the non-profit organization for adults and children with special needs.

## Non-Clinical Community Benefit Programs: **Cash and In-Kind Contributions**

### **Sponsorships and Charitable Events (continued)**

#### Unused Medical Supply Donations

Unused dry-good medical supplies were donated to the Feed the Children campaign during 2011.

#### Meeting Space

In 2011, Virtua provided free meeting space to a variety of non-profit community groups dealing with issues related to mental and physical health, including alcohol and substance abuse. Additionally, Virtua provided free meeting space to groups providing socioeconomic support, such as helping the unemployed to find jobs.

## Non-Clinical Community Benefit Programs: **Research**

**2011 Total: \$290,816**

#### Oncology Clinical Research Studies

During 2011, Virtua participated in Oncology Clinical Research Studies, gathering data to support improved treatments in addition to identifying better methods to screen and detect cancer at an early stage. Through these studies, Virtua offered patients from Burlington, Camden and Gloucester Counties some of the latest cancer treatment and screening options available in the region.

## Non-Clinical Community Benefit Programs: **Community Building Activities**

Total for 2011: **\$64,293**

### **Community Organization Sponsorships**

Virtua supports many different community groups and organizations, focusing on those which are oriented toward health care and quality of life. Virtua staff conducts outreach across South Jersey, with particular emphasis on those areas hardest hit by the economy.

#### Camden Farmers Market

Virtua Camden, in partnership with the Camden Area Health Education Center, hosts the weekly market as a way for city residents to access fresh produce in order to improve nutrition and overall health. The seasonal market was held 20 times during warmer weather months and served more than 1,800 people on a regular basis.

#### D.U.E. Season Charter School Financial Literacy Training

Virtua partnered with Junior Achievement of New Jersey at D.U.E. Season Charter School to provide financial literacy and economic educational programs to students in Camden. The program involved 53 Virtua managers who volunteered their time to teach over 300 young students basic skills in managing personal finances. Virtua staff used hands-on, activity-based programs to explain concepts of budgets and saving for the future.

#### Virtua Camden Community Day

Virtua Camden sponsored health fairs to provide free medical education to local residents on a variety of topics. Health screenings for stroke, blood pressure and diabetes were also offered. More than 500 Camden-area residents attended the event.

#### Camden Community Service

Virtua Camden employees generously volunteer their time in the community, sponsoring events such as Camden's art show and organizations such as the South Jersey Area Food Bank, Adopt-a-family and Adopt-a-senior, and the Liberty Park Association Holiday Celebration.

#### Greater Camden Partnership

Virtua management provided support to this non-profit organization, which was established to support the economic development and revitalization of the City of Camden.



## Non-Clinical Community Benefit Programs: **Community Building Activities**

### **Community Organization Sponsorships (continued)**

#### CASTLE Drives and Community Education

CASTLE (Children Achieving Success through Therapeutic Life Experiences) provides treatment for emotionally and/or behaviorally disturbed children ages 5 to 15, who reside in the city of Camden and surrounding communities. To further build relationships and provide support to CASTLE children and their families, Virtua organized drives throughout the year, collecting and distributing backpacks, school supplies, clothing and food. CASTLE also provided more than 20 outreach events including an art show and career events, supporting almost 1,700 children and their families during 2011.

#### CASTLE Mental Health Subcommittee

Virtua Camden's CASTLE staff participated in a consultative capacity in Camden County's MAPP mental health subcommittee during 2011.

#### Health Literacy Outreach to Hopeworks

Virtua Camden staff supported Camden's Hopeworks by providing health information for the young people engaged in the organization.

#### Katz Jewish Community Center

In addition to financial contribution, Virtua supports the JCC with a variety of health programs and education for members and guests throughout the year.

#### Berlin Business Association Health Fair

Virtua supported the Berlin Business Association with screenings, information and health advice for members.

#### Career Transition Partnership

This career partnership was developed to support and counsel South Jersey residents who are out of work. Virtua managers donated their time throughout 2011 to advise job seekers about networking, resumé development and interviewing. Virtua also provides meeting space for the partnership.

#### Internship Program

In 2011, Virtua continued to offer internships to students to provide them with practical knowledge about the healthcare field, with the hope of attracting them to the field upon graduation. Each intern was provided with a mentor to develop practical skills for the future.

## As seen at the Camden Farmers Market

Virtua Camden partners with the Camden Area Health Education Center to host a weekly farmers market for city residents. Here, two children learn to make healthy choices.



# A healthier population **in South Jersey and beyond**

Virtua's commitment to help the people of South Jersey be well, get well and stay well is engrained into everything we do. Each day, our employees and physicians are dedicated to finding new ways to create a healthier population. From community fundraisers around the region to independent medical missions, we applaud the commitment and service by each member of the Virtua team on their personal time.



[www.virtua.org](http://www.virtua.org) | 1-888-VIRTUA-3  
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