



2008

**COMMUNITY
BENEFIT REPORT**

Partnering with the community for better care

Virtua's long tradition of service to the community began more than a century ago, with the opening of our first hospital in Mount Holly, in 1880. Today, Virtua's expansive non-profit network of hospitals, nursing, rehabilitation and outpatient centers has allowed us to extend our support to a much wider region, encompassing Burlington, Camden, Gloucester and surrounding counties of New Jersey.

While our heritage spans more than 100 years, in 2008, we marked a critical service milestone in our recent history: a decade since the establishment of Virtua through the merger of two health systems – Memorial Health Alliance and the West Jersey Health System. Creating this unified organization has enabled us to better meet both present and future healthcare delivery needs through ongoing investments in technology and infrastructure. Our service to the region will be further enhanced with the opening of a new Health & Wellness Center in Washington Township in 2009, a replacement hospital in Voorhees and a second Health & Wellness Center in Moorestown, both in 2011. Infrastructure improvements and service expansion continues at our existing hospitals in Berlin, Marlton and Mt. Holly.

We believe in building healthy communities at a grass-roots level. That means being there, face-to-face, to educate, counsel and support. We do this in a myriad of ways: training care providers, educating the community, providing financial counseling to those in need, and leading support groups for patients and family members affected by illness.

Our 2008 Community Benefit Report highlights the wide variety of programs and services that Virtua provided to the community free of charge or with subsidy by Virtua. Free healthcare for the uninsured or underserved is complemented by a comprehensive community benefit program of health education, health screenings, wellness events, community outreach and financial support for community healthcare initiatives.

In 2008, Virtua spent \$67.2 million on community benefit initiatives.

The total community benefit expense, \$67.2 million, is based on the cost of all Virtua community benefit activities. This includes the estimated cost of care for patients who qualified for charity care either under the State of New Jersey or Virtua charity assistance programs, the cost of services provided to Medicaid patients in excess of the reimbursement received, and other community benefit activities such as community health improvement services.

Community Benefit Category	Net Community Benefit 2008
CLINICAL SERVICES	
Hospital charity care	\$35,129,791
Medicaid shortfall	\$23,326,693
Medicaid outstationing	\$188,569
Subsidized health services – Camden clinics	\$754,343
Physician charity care program	\$1,101,139
Helene Fuld School of Nursing/Allied Health	\$701,887
Interns and residents	\$2,575,917
Subtotal: Clinical Services	\$63,778,339
ADDITIONAL COMMUNITY BENEFIT	
Community health improvement services	\$2,227,045
Health professions education	\$295,164
Research	\$191,779
Financial and in-kind contributions	\$671,359
Community-building activities	\$41,721
Subtotal: Non-clinical Community Benefit	\$3,427,068
TOTAL COMMUNITY BENEFIT	\$67,205,407

Hospital Charity Care: \$35,129,791

Virtua provides charity care assistance to its patients in several ways. Some uninsured patients will qualify for assistance under State of New Jersey charity care eligibility criteria, which is based on the federal poverty guidelines (up to 300%) and includes both an income and asset test. For patients that qualify, care is provided without charge or at amounts less than Virtua's charges. Charity care relief is limited to those patients who can be qualified under its specific criteria.

As Virtua believes that charity care relief should be available to a larger segment of our community, Virtua instituted its own assistance program entitled the Virtua Charity Assistance Program (CAP). Qualification criteria is less stringent than that of the State's program. Only income (not assets) is considered. Patients that document their total household income to be below 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 based on the State's criteria will receive an incremental reduction under the CAP to bring their total reduction to the maximum of the two programs.

After Virtua has exhausted all efforts to identify insurance coverage, qualification for coverage under an assistance program (Medicaid, for example), or qualification for charity care relief under the State or CAP criteria, Virtua attempts to obtain an estimate of annual income relative to the responsible party. If the estimated income meets the CAP qualification criteria, the charity care adjustment will be applied. Charity care assistance is also available under CAP relative to individuals whose income is too high to qualify for relief under Chapter 160 or regular CAP criteria, but they are experiencing medically catastrophic circumstances.

Medicaid shortfall: \$23,326,693

Virtua treats many patients who are eligible for coverage under the Medicaid program. Some patients are enrolled in the program administered directly by the State of New Jersey, while others are enrolled in Medicaid plans that are managed by health maintenance organizations. Payments from both types of Medicaid plans are not adequate in aggregate to cover the total cost of providing care to these patients. Accordingly, there is an unreimbursed component of the cost to treat Medicaid patients which is accounted for under this category.

Medicaid outstationing: \$188,569

Virtua is a participant in the Medicaid program's outstationing initiative, the goal of which is to facilitate the processing of Medicaid applications. Under the initiative, county welfare agencies in select areas throughout New Jersey place their staff within hospitals. The hospitals reimburse the Medicaid program for the associated labor cost.

Subsidized health services - Camden Clinics: \$754,343

Even though the community need for Virtua to maintain an inpatient hospital component at its Camden facility has ceased, the need for other services has continued. In order for Virtua to meet the community need, a wide range of outpatient services, including comprehensive primary care and specialty services for infants, children, teens and adults, is provided. The costs associated with maintaining these services are in excess of reimbursements to Virtua.

Physician charity care program: \$1,101,139

In order to ensure that the necessary physician care is available to its patients, Virtua compensates specialty physicians for their provision of professional medical services to unassigned and uninsured Emergency Department patients, and unassigned and uninsured patients admitted from emergency departments.

Helene Fuld School of Nursing/Allied Health: \$701,887

As the cost of the Helene Fuld School of Nursing in Camden County exceeds revenues from tuition and other sources, Virtua subsidizes fifty percent of the revenue shortfall. Graduates of the diploma program help fulfill the need for nurses at healthcare institutions throughout the Delaware Valley region.

Interns and residents: \$2,575,917

Virtua subsidizes the costs of select programs for intern and resident training. Virtua has its own residency programs in the fields of family practice, dentistry and podiatry, and participates in residencies sponsored by other institutions relative to obstetrics and gynecology and otolaryngology. These residency programs are important to the process of developing physicians to help ensure an adequate supply to meet ongoing community needs.

Community Health Improvement Services: \$2,227,045

Virtua is dedicated to keeping people healthy and reducing the incidence of disease. For that reason, Virtua provides a wide variety of educational programs to keep people informed about health and wellness. And because early detection is so important to successfully manage medical issues, Virtua provides extensive community-based clinical services such as screenings for stroke, high blood pressure, hearing loss and skin cancer.

Oncology/Cancer Program **\$388,342**

The Fox Chase Virtua Cancer Program works closely with cancer advocacy organizations and community partners to improve and enhance cancer education, prevention, risk reduction and support services throughout the region.

Community Cancer Education

Virtua's cancer experts provide education and counseling in the community to promote healthy lifestyles, behavior modification and risk reduction strategies. Virtua partners with community organizations to bring this information to the public. These activities are recommended by the National Cancer Institute, the American College of Surgeons and the American Cancer Society as being highly effective. In 2008, Virtua provided cancer education to more than 4,500 residents of Burlington, Camden and Gloucester Counties.

Cancer Workshops

Virtua provides cancer workshops and support groups to patients and their families to learn ways of coping with cancer diagnosis and treatment. The workshops enable patients to obtain practical advice related to emotional and physical side effects of cancer treatment, and how to mitigate those complications. In 2008, more than 1,200 patients from Burlington, Camden and Gloucester Counties participated in these free workshops.

Skin Cancer Screenings

Virtua's skin cancer screenings are aimed at providing early detection and treatment for those with suspicious findings. In 2008, Virtua provided screenings for residents throughout Burlington and Camden counties.

**Cancer Awareness
and Early Detection
\$146,872**

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. Virtua completed more than 1,125 screenings in Burlington and Camden Counties as part of the CEED initiative. Although most costs of the program are covered by the grant, Virtua provides office space, communication services and a portion of staff salaries.

**Family Health Services
\$199,850**

In 2008, the staff of Virtua's Family Health Services Department administered free services in a variety of areas to the community.

**Childbirth Education
\$8,665**

Over 7,000 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 fee-reduced classes. In 2008, Virtua sponsored 109 families due to financial need. Virtua also provided childbirth education at no charge to 32 military families.

**Car Seat Fitting Stations
\$92,561**

To ensure that children are properly protected while traveling, Virtua provides free car seat fitting services and bedside training for new parents after the birth of their child.

**Pregnancy Testing
and Counseling
\$7,366**

Good prenatal healthcare is essential to a healthy outcome for newborns. Virtua's Center for Women provided free pregnancy testing and counseling for underserved women, benefiting more than 290 expectant mothers during 2008.

**Speakers Bureau
\$106,950**

In 2008, Virtua physicians and clinicians addressed more than 34,900 community members with health information and education at more than 200 venues throughout southern New Jersey. Topics ranged from cancer prevention and career opportunities to dental care and understanding your teenager.

Joint Replacement Education
\$6,676

As Baby Boomers age, joint replacement procedures are becoming increasingly common. Virtua provided 52 free Joint Replacement Education Seminars at its Mount Holly and Marlton hospitals to prepare more than 550 patients for surgery, answer questions and allay concerns.

Osteoporosis Screening and Education
\$420,994

Virtua's Bone Health and Osteoporosis Center is dedicated to identifying individuals who are affected by low bone mineral density to prevent osteoporosis, to modify health behaviors and obtain clinical intervention if necessary. The Center provided 1,785 bone density screenings and reached 4,630 people who attended 118 community education events in Burlington, Camden and Gloucester Counties.

Camden Diagnostic Testing
\$23,216

Many patients who use Virtua's Family Health Center in Camden are insured by plans that require blood and urine tests to be processed by specific laboratories. Traveling to laboratories can be a burden for patients without access to transportation. In 2008, Virtua supported more than 5,000 patients by providing free specimen collection services so they would not need to travel.

'No Smoking' Education

Cigarette smoking by children and teenagers is a major public health problem. In young people who are otherwise at very low risk, cigarette smoking may cause as many as 75 percent of the cases of heart disease. In 2008, Virtua's respiratory department in Voorhees continued their work on a project designed to educate the children of Voorhees public schools and discourage them from smoking.

Health Information Publication

Virtua publishes HealthSavvy three times a year for the residents of southern New Jersey. In addition to providing information on new and existing medical treatments, it provides a calendar of free health education seminars, support group meetings and other activities designed to improve community health. The publication, sent to 250,000 households, is fully funded by Virtua.

Red Cross Blood Drives
\$18,491

Virtua hosted 21 blood drives throughout its facilities in 2008. Extensive volunteer support and management coordination was required to make these drives a success, supporting the blood donation needs in Camden and Burlington Counties.

Teddy Bear Clinics
\$25,875

Visiting a hospital or doctor's office can be intimidating for anyone, and for children, the anxiety is even more intense. To help familiarize children with hospital emergency services, Virtua Memorial hosts more than 1,500 pre-kindergarten, first and second grade children for a Teddy Bear Clinic to help remove the fear of visiting an emergency room.

JCC Kidsland
\$18,115

At Kidsland 2008, an annual event sponsored by the Jewish Community Center in Cherry Hill, Virtua's child-life specialists, nurses and employees worked with more than 1,000 children and family members to demystify the surgical process. Activities with Band-Aids, gauze and tongue depressors, and object-identification games with X-ray film and laparoscopic camera equipment were designed to help children reduce their fear of hospitals.

YMCA Healthy Kids Day
\$9,171

To promote health and wellness to children, Virtua sponsored and participated in Healthy Kids Day at the Burlington County YMCA. Virtua's child-life specialists, nurses and employees worked to educate children and their families about various health issues through activities using bandages and surgical scrubs. More than 500 people attended this event.

Youth Sports Safety Event
\$19,543

Through its partnership with the Philadelphia Flyers, Virtua hosted an educational program for parents about prevention of sports injuries and how to identify the warning signs of injuries, such as concussion.

Fitness Promotion
\$7,372

Virtua's William G. Rohrer Center for HealthFitness, a medically-integrated facility, brought its message of health and wellness into the community through free seminars on topics such as nutrition and fitness.

Call Center Services
\$107,676

Virtua provides call center services to help people locate physicians and healthcare services, and to link community members to free educational programs. In 2008, the Virtua Call Center received over 50,000 calls for information about health services, and registered more than 20,000 people for free events.

Get Well Network
\$210,411

This patient education network is available in each of Virtua's four hospitals, and makes healthcare information available through television and internet at no charge to patients. The Virtua Foundation subsidized a portion of administrative and network expenses, however, a substantial amount directed specifically to patient education was provided by Virtua.

CPR/AED education
\$5,457

Virtua's Mobile Intensive Care Unit (MICU) conducted more than 120 hours of free CPR and automated external defibrillator training to community members in 2008.

CASTLE community education
\$3,833

The CASTLE program (Children Achieving Success through Therapeutic Life Experiences) provides intensive outpatient treatment for emotionally and/or behaviorally disturbed children ages 5 to 15 who live in the city of Camden and surrounding communities. In addition to the direct expense of operating the program, CASTLE provides community education sessions where parents and caregivers can learn more about nurturing the emotional health of children.

Mount Holly Car Show
\$1,098

Employees from Virtua Memorial attended the annual Mount Holly Car Show and provided information and instruction on pediatric medical emergencies.

Stroke Screenings
\$3,028

Stroke prevention measures can significantly reduce the likelihood of a stroke. To support the American Stroke Association's Annual Stroke Awareness Month, Virtua offered free stroke screenings to the community. Throughout 2008, more than 250 people were screened for stroke.

**Camden Community Day
and Health Fairs**
\$8,190

Virtua Camden sponsored health fairs offering free medical information and health screenings to local residents.

Hearing Screenings
\$315

Throughout the year, Virtua provided hearing screenings at a variety of community events held by community organizations. Screening services were provided to 50 people during 2008.

Support Groups

Interpersonal sharing of feelings can provide comfort and perspective for those dealing with difficult life challenges. Virtua professionals facilitate a variety of support groups among people faced with similar concerns related to health, wellness and loss.

**The Heart and Soul
Support Group**
\$2,003

This group serves newly diagnosed cardiac patients and their families. In 2008, the group helped 142 patients and their families navigate and manage the physical, mental and emotional effects of heart disease.

**Alzheimer Awareness
Support Programs**
\$9,053

Virtua provided resources, information, coping and stress management techniques for hands-on caregivers dealing with aging and dementia.

**The Parkinson's
Support Group**
\$1,322

This group held ten sessions during 2008 with Parkinson's patients and their family members, providing education about living with the disease as well as caring for people who have it.

The Stroke Support Group
\$1,455

Stroke survivors and their families met monthly at Virtua during 2008 to receive updates on stroke treatment, prevention and management.

Breastfeeding Support Group
\$29,573

Virtua's lactation consultants guided and supported more than 500 mothers during 2008.

**TLC for Moms Perinatal
Depression Program
\$35,914**

This group, led by postpartum depression specialists, screened more than 5,400 new mothers on-site at Virtua Voorhees as well as at eight different outpatient sites at no charge to patients. Support groups help women who are dealing with postpartum issues and a *warmline* is also available. Last year 138 callers utilized phone support and 14 crisis referrals were made.

**HOPING/UNITE Grief
Support Group
\$11,859**

The trained facilitators of the HOPING/UNITE Grief support group helped parents who had suffered the loss of a child by guiding them to share their feelings and support each other during an intensely difficult time.

**Diabetes and Nutrition
Support Group
\$4,199**

Virtua provides free diabetes education and support to teens and adults. Certified diabetes educators supplied information about essential lifestyle choices to improve the health of patients living with diabetes. Throughout 2008, more than 600 people were served in Burlington and Camden Counties.

**Transportation Services
\$63,566**

Lack of transportation makes it difficult for many patients to access medical care. Virtua provides taxi vouchers to patients who require transportation to and from the hospital.

**Translation Services
\$211,683**

Virtua provides translation services for patients whose first language is not English. These services were provided both face-to-face and through CyraCom, a telephone translation system.

**Volunteer support
\$16,351**

Virtua relies on the support of its volunteers to extend its reach into the community. While the volunteers give of their time, Virtua compensated them for lunches and held appreciation events, amounting to more than \$16,000 in 2008.

Health Professions Education: \$295,164

Physicians/Medical Students Physician CMEs \$88,123

Virtua provides continuing medical education credits at no cost to physicians. Virtua incurs all administrative expenses related to this important education.

Nurses/Nursing Students Nursing CNEs \$182,476

Virtua incurs all administrative expenses related to the continuing nursing education credits it provides free-of-charge to nurses.

Infection Control Training \$5,457

More than 130 hours of training on infection control and quality management was provided to various medical groups such as nurses' associations, throughout South Jersey.

Medical Lab Technician and Pathology Assistant Training \$18,040

Virtua provided over 360 hours of training for Medical Lab Technicians on-site at Virtua facilities to Camden County College medical technology students.

Junior Volunteer Scholarship \$1,068

Virtua's Hospital in Marlton awarded a scholarship to a promising junior volunteer who provided more than 100 hours of service in the hospital.

Research: \$191,779

Medical Research Oncology Clinical Research Studies \$191,779

Virtua participated in Phase II and Phase III Oncology Clinical Research Studies, gathering data to support improved treatments for cancer patients. Through these studies, Virtua offered 155 patients from Burlington, Camden and Gloucester Counties some of the latest cancer treatment options available in the region.

Financial and In-kind Contributions: \$671,359

Sponsorships and charitable events **\$350,121**

Virtua made direct financial contributions to non-profit community and healthcare organizations located throughout Burlington, Camden and Gloucester counties. Highlighted by major sponsorships of Go-Red for Women and March of Dimes, Virtua also supported more than 100 additional local charities which are primarily dedicated to fighting disease and improving community health. Additionally, Virtua employees contributed their time during regular working hours to the charitable organizations which Virtua sponsors, including Go-Red for Women, Fox Chase Cancer Center 5K, Susan G. Komen Race for the Cure and the William G. Rohrer Center for HealthFitness Golf tournament.

Meeting space **\$281,960**

Virtua provides free meeting space to a variety of non-profit community organizations. In 2008, Virtua provided more than 2,800 hours of meeting space to groups dealing with issues such as physical abuse, alcohol and substance abuse, and mental and physical health. This included a dedicated 200-square-foot space for the Burlington County SANE program to help victims of sexual abuse.

Fitness Center donations **\$19,093**

In support of fundraising events for a variety of community organizations, Virtua's William G. Rohrer Center for HealthFitness donated free memberships and services for auction or raffle prizes.

Computer donations **\$9,000**

Virtua donated more than 50 lightly used PCs and laptops to community organizations in need during 2008.

Unused medical supply donations **\$6,676**

Unused dry-good medical supplies such as bandages, surgical masks and other items were sent to underserved communities in 2008.

CASTLE drives **\$4,509**

CASTLE (Children Achieving Success through Therapeutic Life Experiences) provides intensive outpatient treatment for emotionally and/or behaviorally disturbed children ages 5 to 15 who reside in the city of Camden and surrounding communities. To provide additional support to these children, CASTLE hosted drives for backpacks, toys, coats and food throughout the year.

Community-building Activities: \$41,721

Camden Farmers Market \$22,215

Virtua Camden, in partnership with Camden Area Health Education Center, hosted the seasonal market as a way for city residents to access fresh produce and to obtain information on healthy eating. Blood pressure and glucose screenings were also provided by Virtua Camden, along with fun activities for the whole family.

Camden Community Service \$7,184

The city of Camden, already in serious economic decline, has been hard-hit by the deteriorating economy. Virtua Camden employees generously volunteer their time in the community, sponsoring events such as Camden's art show and organizations such as Habitat for Humanity, Walk for Hunger and Adopt-a-family.

Camden Student Mentoring \$7,005

Virtua Camden staff work with young students in Camden schools who are interested in healthcare careers. During 2008, a group of 15 students from a Camden Charter School learned about various healthcare careers under the guidance of Virtua Camden staff, while another student completed an internship in the emergency department.

Berlin Community Day \$4,649

Virtua Berlin is a major sponsor of Berlin's annual community day. In 2008, the hospital provided free blood pressure and glucose screenings to participants, and provided food and beverage at the event.

Community Health Advisory Group \$668

Through this healthcare networking group, Virtua management provided information on Virtua resources which could support patients and clients of various social services organizations throughout Burlington County.

Internship program

Virtua provides hands-on internship experience to students to gain practical knowledge about a large, integrated health system. Each intern has a sponsor who guides them in their assignments. Through scheduled group education sessions and personal mentoring, the interns learn about issues facing hospitals, with the hope of attracting them to the healthcare community upon graduation.

The medical staff at Virtua embraces the philosophy that they are here not only to treat illness and injury but also to have an impact on the overall health and wellness of the communities served by Virtua. It is not uncommon to see Virtua physicians, nurses, rehabilitation specialists and other employees at a wide range of community events across our region. From rowing in a thrilling dragon boat race fundraiser to exhibiting their art in a show designed to ease tension and promote healing, the Virtua family finds innumerable ways to give of their time and talents. We value and commend all they do on their personal time, which is not included in this report, to underscore Virtua's presence in the community.

The amounts noted in this report were compiled by Virtua Health and were not independently audited. This report is intended as a supplement to, and not a substitute for, IRS Form 990.



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