Building healthier lives
Building healthier lives

A single act of outreach can change the course of one life, but it often changes more.

When a counselor guides a new mom out of post-partum darkness, an infant can experience the thrill of his mother’s smile.

When an uninsured cancer patient’s bills are covered, his family is relieved from the worry of debt.

When a widow without transportation gets a free blood test close to home, her grandchildren have more time with their favorite babysitter.

The practitioners and staff at Virtua are dedicated to reaching people throughout all corners of the South Jersey region. We recognize that in every community, people face roadblocks to achieving good health. From lack of health insurance to lack of information, some communities struggle more than others, but no community is immune to hardship.

That’s why Virtua’s commitment to outreach in all the communities we serve has been such a large part of our culture throughout our 130-year history. In 2012, we offered more services, programs, education and medical care to the uninsured than ever before.

In many ways, our outreach has expanded along with our growth in South Jersey. Being present in more communities has enabled us to build new relationships and provide increased access to high quality health care across four counties and beyond.

Last year, Virtua provided more than $66 million in care for the uninsured. We delivered or supported health improvement programs with an additional $24.8 million throughout our region. Funding is one measure of Virtua’s impact, but the touch points of outreach are almost innumerable.

Our 2012 Community Benefit Report summarizes and highlights some of the key programs provided to the community free of charge or subsidized by Virtua. It is our privilege to help build healthier lives for all South Jersey residents.
# Community Benefit Overview

Charity Care & Means-Tested Government Programs

<table>
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Community Benefit Programs

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<th>Program</th>
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<td>Subsidized Health Services</td>
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<td>Cash and In-Kind Contributions</td>
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<td><strong>SUBTOTAL</strong></td>
<td><strong>$24,891,374</strong></td>
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**TOTAL COMMUNITY BENEFIT:** $91,317,539
### Hospital Charity Care

Financial assistance is available to patients whose circumstances may make it challenging for them to pay for their care. The New Jersey Hospital Care Payment Assistance Program (NJHCPAP) is one option for payment relief for the uninsured or underinsured. Program qualification includes both asset and income tests, with assistance being available for individuals and families with household income levels up to 300% of the federal poverty guideline. For patients who qualify, care is provided at no cost or at amounts less than charges.

In order to provide financial assistance to more individuals and families throughout our community, Virtua implemented its own Charity Assistance Program (CAP). Virtua’s program eligibility criterion does not include an asset test and provides assistance for individuals and families with household income up to 500% of federal poverty guidelines. The program provides a substantial reduction to charges to those who qualify. 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 Medicaid or the aforementioned assistance programs, 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 criterion. In 2012, 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 less than the actual costs 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.

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Community Benefit Programs
$24,891,374

Our commitment to help people be well, get well and stay well means prevention of illness and a focus on wellness. That’s why we provide extensive resources to educate adults and children alike about how to achieve good health. From clinical services like screening and diagnostics, to transportation to help people get to their appointments, Virtua seeks new ways to bring better care to more people.

Measuring our reach in 2012
Virtua clinicians and staff provided:
• Health education to over 24,000 consumers at 320 events
• Diabetes screening and education for more than 5,900 people
• Free diagnostic testing to more than 4,000 people
• Cancer-specific education to more than 2,200 people
• Paramedic safety education for more than 2,000 members of the South Jersey EMT community
• Almost 6,000 free car seat safety checks
• Teddy bear clinics for 570 children to dispel fear of hospitals

• More than 14,000 consumers registered for free classes by Virtua Access Center
• Virtua clinicians are on site at popular community programs, including:
  › McGuire Baby Expo
  › Cancer Survivors’ Day
  › JCC Kidsland
  › Flyers Face-off for Fitness
  › World Breastfeeding Week
  › National Decisions Day

Free Virtua support groups
care for the body, comfort the mind.

Successfully managing a chronic disease or a major life change often involves more than medical treatment. Studies have shown that participating in an ongoing support group improves patients’ ability to cope with the physical and emotional challenges of their condition.

Virtua offers a wide range of support groups at multiple locations in South Jersey. The groups are free and open to anyone in the community regardless of where they receive medical care.

Living Well, Living Strong Diabetes Support

Diabetes requires careful and constant management. Virtua’s diabetes support groups are led by certified diabetes educators and provide opportunities to share experiences, gain new coping techniques, and learn the newest advances in self-management and treatment.

“Living with diabetes can feel overwhelming,” says Lois Gerst, RN, manager of Virtua’s Center for Nutrition and Diabetes Care. “We offer a fun educational component at each meeting to keep participants coming back because we know that ongoing support increases the likelihood of successful long term self-management.”

The Virtua team partners with physicians and local businesses to offer topics ranging from healthy cooking demonstrations to proper foot care.

Virtua’s monthly diabetes support groups are offered at two locations, and a third group is specifically for insulin users. Family members are welcome to attend.
Bereavement Support

“I never had a chance to meet my son, but that doesn’t mean that I miss him any less,” explains Kisha Nickles who lost her child when she was eight months pregnant. “It was the most horrific experience of my life.”

To help ease the feelings of isolation and emptiness, Virtua offers a unique support group that helps parents cope with the tragic and indescribable loss of a baby. The HOPING (Helping Other Parents in Normal Grief) bereavement support group was created for parents who have lost children between conception and one year of age.

Through HOPING, Kisha was able to talk about her son and to begin working through her grief. “After two years, I still have bad days, but I know that I’m not alone. My friends at HOPING have helped me develop coping strategies. They’ve walked in my shoes and understand my struggle.”

Meetings are hosted by Virtua twice a month and are facilitated by Virtua neonatal intensive care nurse Ann Coyle. Ann and the HOPING group are the inspiration behind the Angel Garden at Virtua, a peaceful outdoor sanctuary for parents to remember their babies. Both the support group and the garden are open to all families who have experienced the loss of a baby.
Jackie Cannon has known since age 5 that she was born to sing and nothing has diminished her drive; not cancer, not a hurricane, not even dental problems. “I am a five-year breast cancer survivor,” Jackie says, “and while my life was spared, my teeth were not.” Cancer medication damaged her gums, leaving teeth loose and falling out. Never fond of her smile, Jackie endured teasing as a child, and as an adult she couldn’t control the self-conscious tendency to cover her mouth when she smiled. The damage from the cancer treatment was the last straw.

That’s when she sought the help of Tejal K. Vohera, DMD, at the Virtua Camden Dental Center. “By the time Jackie came to me, we couldn’t save her teeth, but we could give her a beautiful set of dentures,” explains Dr. Vohera.

The Virtua Camden Dental Center provides a wide range of affordable dentistry services through a fully accredited residency program. Routine and emergency dental care is offered for both adults and children. “The center is the only place in our service area where patients can receive subsidized dental care,” says Dr. Vohera. “We are here to help anyone in need.”

While Jackie was nervous about the process of getting dentures, nothing would stop her once she made up her mind. “We were riding out Hurricane Sandy in the office when we heard Jackie come through the front door,” recalls Dr. Vohera. “No storm was going to keep her from getting her new dentures as soon as possible.”

“I have a Hollywood smile now,” Jackie says, and she’s no longer afraid to show it. “I feel like a whole new person.” Throughout her journey, Jackie never stopped singing, but now she hits the high notes with a bright smile and the glow of self-confidence.
Nettie found coordinated cancer care through Virtua’s CEED program.

Nettie Hedgepeth’s waitress job didn’t come with health insurance, but her service with a smile brought her many loyal customers. When Nettie confided her suspicion of cancer to a patron who is a Virtua employee, she got the tip of her life: she was referred to Virtua’s Cancer Education and Early Detection program or CEED.

CEED provides breast, cervical, prostate and colorectal cancer education and screening services for uninsured or underinsured patients, and thorough coordination of care. “The people at the CEED program organized everything for my testing. And my case manager handled all the paperwork and referred me where to go within Virtua,” explains Nettie.

“I sometimes feel that if you don’t have insurance, you can be treated a little differently,” says Nettie. “That wasn’t the case at Virtua. My case manager at CEED has been there every step of the way. I honestly don’t know what I would have done without her.”

Now in treatment at Virtua, Nettie continues to be followed by her case manager to be sure she’s getting access to all the care she needs. “Facing cancer is scary, and without insurance, you just don’t know what will happen. Having my case manager through Virtua’s CEED has made it so much better.”

Subsidized Health Services

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.

A few of Virtua’s subsidized health services are:

- New Jersey Emergency Medical Services Helicopter Response Program
- Certified Health Services program
- Community Outreach to Reduce Cancer (CEED Komen Grant)
- Early Intervention Program
- Women’s Health Clinics for OB/GYN care
- Primary care and dental care

Patients across South Jersey receive the best possible cancer care through Virtua’s Early Cancer Education and Detection program. In 2012, 2,000 patients received cancer care and education through CEED.
“I’m a social worker so I am aware of the resources that are available to women in Burlington County,” explains first-time mom Shontel Dowdell. “Just because I’m a professional, doesn’t mean that I’m better than anyone else. I had no health insurance and I needed to find a doctor’s office that didn’t require insurance so I could receive prenatal care.” Shontel chose Virtua Center for Women in Lumberton, NJ.

Shontel first met with her obstetrics nurse and case manager, Diane Hems, RNC. The role of the case manager is to ensure that the needs of the patient are met through collaboration with the team members, including physician, nurse practitioner, social worker, nutritionist and financial counselor.

Shontel’s story:
Quality care for a mom-to-be

On Shontel’s team, nurse practitioner Ieachia Dingle was there to listen patiently and provide answers for her: “Ieachia was very concerned about me, and when Ayden wasn’t kicking, she sent me straight to the hospital,” says Shontel. The doctors at Virtua Memorial Hospital cared for Shontel through two hospitalizations due to complications with her pregnancy.

Induced at 38 weeks, Shontel gave birth to a healthy baby boy. “I want all women to know that regardless of their situation, they have an option for great prenatal medical care,” she says.

“Women believe they need to have health insurance before they can be seen to begin their prenatal care. But the fact of the matter is they don’t,” clarifies Hems. “At Virtua Center for Women, we provide care for all women regardless of their ability to qualify for insurance. Providing quality prenatal care is our goal.”
Maintaining high quality clinical expertise in the region is a key priority for Virtua. This means sufficient numbers of highly trained physicians, nurses, and other medical professionals to meet the growing demand for services. Virtua provided continuing medical education credits for thousands of medical professionals and students during 2012.

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

Virtua also offers clinical opportunities for students enrolled in programs such as nursing, physical therapy, occupational therapy, speech therapy, respiratory therapy, social work, and medical technology. During 2012, more than 1,200 participated in these clinical programs.

Virtua’s oncology clinical research studies gathered data to improve cancer treatments and screening and detection methods.

In 2012, 106 patients from Burlington, Camden and Gloucester counties participated in clinical trials for cancers such as:

- breast
- colorectal
- gynecologic
- lung
- prostate
A vivid display of produce had become a rare sight in Camden, so when the farmer’s market comes to town at Virtua, area residents flock to the corner of Mt. Ephraim and Atlantic Avenues to buy fresh fruits and vegetables. Local patron and day-care provider Anganette Matthews is a regular shopper at the market: “I love being able to buy healthy food. It’s also great for the children I take care of; I can buy things that help expand their tastes. We don’t have many other good choices here.”

The lack of major supermarkets in the city of Camden makes it difficult for residents to get the basic nutrition they need for good health. Virtua recognized that void and established the farmer’s market in 2008, in conjunction with the Camden Area Health Education Center (AHEC). Every Thursday from June through October, the farmer’s market transforms the sidewalk into a colorful meeting place, with fresh food and much more.

“We want to offer residents an opportunity to experience better health – from the food they eat, to preparation methods, and other health-related information,” explains Joan Gray, assistant vice president for administration at Virtua Camden. In addition to the produce offered for sale by Pastore’s Orchards Farms of Hammonton, NJ, Gray coordinates a wealth of services.
“We’ve had health assessments, eye screening, and information on everything from healthy grilling and exercise tips to lead poisoning prevention and smoking cessation.” A patient of the Kyle Will Family Health Center at Virtua Camden, Anganette adds: “It’s great to learn about other services available at Virtua Camden to help keep healthy.”

“For some people, it’s like a day out,” explains Gray. For nearby resident Mwalimu Wachanga, the market is a social platform. “The market helps me connect with many of the locals and share my interests,” he says. Mwalimu, 75, returned home to care for his aging mother after 50-plus years living abroad for his dance career.

“Of all the places I’ve lived, coming home to Camden is the only place I have experienced culture shock. The younger generations are struggling, and we need to re-instill the culture that made Camden so great long ago. Events like the Farmer’s Market take us back to a better, simpler time.”

The health of the communities we serve relies on more than medical services. Healthy communities require safe and stimulating environments, nutritious diets, and active lifestyles for children and adults. Virtua connects with local organizations to enrich the development of communities from many different angles, including:

- Boys and Girls Clubs of Camden, NJ
  › Student internship program
- Camden Coalition of Healthcare Providers
- Camden City Healthy Futures
- CASTLE (Children Achieving Success through Therapeutic Learning Experience)
  › Health and nutrition education
  › Art show
  › Back-pack and back-to-school drive
- Camden Internship Program
- Cathedral Kitchen
- D.U.E. Season Charter School
  › Financial literacy training with Junior Achievement of New Jersey (JANJ)
  › Health fairs, health education
  › Cooking and food prep training
- Liberty Park Neighborhood home ownership program
- Virtua Camden Community Day
- Virtua Camden and Camden Area Health Education Center (AHEC) Farmer’s Market
Education is an antidote to poverty, but for children to achieve real prosperity as adults, they also need an understanding of financial concepts like earning and saving.

That’s why Virtua sponsors Junior Achievement of New Jersey’s (JANJ) innovative financial literacy program for school-age students. Through this program, Virtua brings JANJ’s curriculum directly into the classrooms of D.U.E. Season Charter School which is located on the Virtua Camden campus.

About 90 Virtua employees volunteer to work with over 300 kindergarten-through-5th graders every year. “One of our most important goals is to stimulate an entrepreneurial mindset in the children so they appreciate the opportunities that exist by remaining in school and ultimately, to become role models of the future,” explains Christopher Chekouras, Virtua senior vice president for post-acute and community based services.

Working and investing are part of the curriculum, as well as case studies about the ways in which businesses contribute to the vitality of a city. The program provides inspiration as well as education: “It plants a seed in the students that one day, they can be at the top, they can be the entrepreneur,” adds Doris Carpenter, principal/CEO of D.U.E. Season Charter School. The participation of Virtua managers in the program continues to grow. “Through it, they not only teach, but they also model,” says Chekouras.
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.

Cash and In-Kind Contributions

Virtua supports many different community groups and organizations, focusing on those oriented toward health care and quality of life. Virtua makes direct financial contributions to non-profit community and healthcare organizations throughout Burlington, Camden and Gloucester counties. Virtua sponsored more than 50 community-based organizations with direct financial contributions during 2012, including:

- Alice Paul Institute
- Alzheimers Association
- American Cancer Society
- American Heart Association
- Arthritis Foundation
- Boys and Girls Club of Camden County
- Hopeworks ‘N Camden
- Junior Achievement
- Juvenile Diabetes Research Foundation
- Lauren Rose Albert Foundation
- March of Dimes
- Ronald McDonald House
- Samaritan Healthcare & Hospice