Virtua’s staff reaches consumers where they live and work at events across South Jersey. They criss-cross the region providing health education, offering resources that aren’t available anywhere else.

In 2014, thanks to this team, community car seat checks ensured car seats for more than 5,000 families were installed and functioning properly.
Virtua’s commitment to improve the health of South Jersey is evident everywhere you look, and far beyond the walls of our three hospitals.

With 159 service sites blanketing the region, we’re providing access to the highest quality care where it’s needed.

Our team of more than 10,000 employees, physicians and volunteers strive to provide an outstanding experience for our patients. We’re in vibrant community health centers like Virtua Camden where hundreds of patients and families come for services every day. We’re in our same-day surgical centers, providing advanced procedures to people regardless of their ability to pay.

And we’re providing preventive care for people with chronic conditions like diabetes and heart disease.

Last year, Virtua provided more than $72 million in charity care and community health improvement services. That includes $22 million for important programs like early intervention care for babies and toddlers, screenings, and health education.

The following pages detail Virtua’s 2014 community benefit, provided by devoted colleagues who deliver on our promise 365 days a year.

Richard P. Miller,
President and CEO, Virtua
## Community Benefit Overview

### Charity Care & Means-Tested Government Programs

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Hospital Charity Care</td>
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<tr>
<td>Medicaid Shortfall</td>
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<td><strong>SUBTOTAL</strong></td>
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### Community Benefit Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Health Improvement Services</td>
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<tr>
<td>Subsidized Health Services</td>
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<tr>
<td>Health Professions Education</td>
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<td>Research</td>
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<td>Community-Building Activities</td>
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<td>Cash and In-Kind Contributions</td>
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<tr>
<td><strong>SUBTOTAL</strong></td>
<td><strong>$22,569,683</strong></td>
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</table>

**Virtua’s 2014 Community Benefit**  
*$72,378,675*
South Jersey consumers have access to a vast range of health and wellness services provided by Virtua in ambulatory care sites, urgent care, and medical offices, as well as in three hospitals.

We provide care throughout Burlington, Camden and Gloucester counties, as well as Atlantic, Bergen, Mercer, Monmouth and Ocean counties.
Hospital charity care and Medicaid shortfall accounted for two-thirds of Virtua’s community benefit dollars in 2014.
Hospital Charity Care

Financial assistance is available to patients who are unable to pay for their care. The New Jersey Hospital Care Payment Assistance Program (NJHCPAP) is one such option for the uninsured or underinsured. 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 less than charges.

Virtua also provides its own Charity Assistance Program (CAP) for patients who may not qualify for NJHCPAP. Virtua’s program eligibility 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 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 other assistance programs, Virtua will attempt to obtain an estimate of the responsible party’s annual income and will apply assistance under the CAP. The CAP also assists those experiencing medically catastrophic circumstances whose income is too high to qualify for relief under the NJHCPAP or CAP criteria. In 2014, Virtua received state funding equal to approximately 20% 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 Medicaid coverage. Some 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. Aggregate payments from all Medicaid plans are less than the actual costs to provide care to these individuals. Accordingly, there is an unreimbursed component of the cost of caring for those having coverage under Medicaid, which is accounted for under this category.
A Virtua Story
Eating Well on a Budget

Communities without access to fresh, healthy, and affordable food are known as food deserts. That means no supermarkets, just high-priced convenience stores or fast food—and a fast path to obesity, diabetes, and heart disease.

Pat DeHart, diabetes educator at Virtua Camden, works with those who are stranded in the city’s food desert. Over the past year, she got creative.

Pat carefully browsed the frozen food and dairy aisles of Camden’s dollar stores in search of nutrient- and protein-dense foods important to her patients’ diets.

She developed a dollar-store shopping list for meals that would feed two people with diabetes for a week. The plan includes three delicious healthy meals a day, plus two snacks—for only $39.

Pat also encourages her patients to supplement this meal plan with fresh fruits and vegetables available at the Virtua Camden Farmers’ Market. The result? Pat’s patients are losing weight and lowering their blood sugar, with change to spare.

Virtua tackles chronic illness

- Diabetes, cancer and obesity screening and education
- Support groups for diabetes, cancer, cardiac issues, and bariatric surgery
- Oncology clinical research
- Community Outreach to Reduce Cancer – CEED
Virtua nurse Pat DeHart developed a creative meal plan to help people living with diabetes in Camden eat healthy on a budget.
Virtua social workers and therapists teamed up with Virtua security officers to eliminate the wait for early intervention services in Camden.
A Virtua Story
A True Partnership Helps Camden Children

Virtua’s Early Intervention Program (EIP) provides a powerful team of therapists and other health care providers to help the youngest children with developmental delays get off to a healthy start in every South Jersey community.

To ensure equal access to care in some of the region’s toughest neighborhoods, security officers at Virtua Camden step up on their days off to provide one-on-one escorts for EIP therapists and social workers.

“We offer comfort and the assurance of safety for our providers. We stay during the entire visit, either waiting in the vehicle or coming into the home, whichever the provider prefers,” says officer Damian Gerald.

Damian also enlists other officers to help.

“I’ve never had a problem getting someone to cover an appointment. We’re all on board with this. We know it’s about the kids and making sure the community knows that Virtua is here for them.”

Virtua improves the lives of children

- Free childbirth classes
- Car seat safety checks and car seat donations
- Pharmacy education for school children
- Teddy Bear Clinics
- Prenatal care
- Unused medical supplies help Feed the Children
- Ronald McDonald House
A baby’s gestation is one of the most carefully timed miracles of nature, and every day counts for healthy development. Even babies that arrive just a few weeks early miss out on important development that happens very late in pregnancy.

“Late pre-term” babies are born between 34 and 37 weeks of gestation, and while they don’t usually face the same complex risks as younger premature babies, they are more likely than full-term babies to have jaundice, spikes in blood sugar, and difficulty eating or maintaining body temperature.

That’s why Virtua has partnered with March of Dimes to create the “Late Pre-term Infant Care Plan” for these little ones. The plan provides parents with a special approach to the baby’s care, including a customized feeding plan and guidance for keeping baby warm and recognizing early warning signs of health problems.

Virtua’s relationship with the New Jersey chapter of March of Dimes, including sponsorship of the “March of Babies” fundraising event, has provided valuable resources for decades for mothers-to-be and their babies.
Virtua joined forces with long-time partner March of Dimes to make sure late pre-term babies get the special attention they require.
Virtua Volunteers
Serving Our South Jersey Neighbors

Pictured counter-clockwise from left:

1. Building pride and purpose for budding artists at a CASTLE art show

2. Virtua partners with South Jersey Food Bank to ensure Camden children have healthy lunches in summer months

3. Raising funds for cancer care

4. Virtua staff shares a smile and advice on smart saving with Junior Achievement

Virtua bolsters communities

- Free counseling for the Health Insurance Exchange
- Camden Coalition of Healthcare Providers
- CASTLE Backpack Blitz
- Camden Internship Program
- Liberty Park Senior Dinner
- Camden Farmers’ Market
- Boys and Girls Club
About Virtua

As one of New Jersey’s largest health systems, Virtua helps people be well, get well and stay well through a comprehensive range of health care services. Services are delivered through three health and wellness centers, two ambulatory care centers, three fitness centers, three acute care hospitals, primary and specialty physician practices with 287 physicians plus 87 additional practitioners, urgent care centers, 11 ambulatory surgery centers, home health services, two long-term care and rehabilitation centers, 12 paramedic units and a wide range of outpatient services. A leader in maternal and child health services, Virtua delivers more than 8,000 babies a year. Virtua also provides wellness services to 1,700 businesses and corporations. An innovator in clinical and information technology such as electronic medical records, Virtua is recognized for its ground-breaking partnerships with GE Healthcare, Children’s Hospital of Philadelphia (CHOP) and Penn Medicine. Virtua employs more than 10,000 people, has been honored as the #1 Best Place to Work in the Delaware Valley every year since 2007, and is the recipient of the Consumer Choice Award from the National Research Corporation.

www.virtua.org
www.virtuabroadcastnetwork.org