

encouraging

educating

empowering

2018 COMMUNITY BENEFIT REPORT

inspiring

delivering care

 **ValleyHealth**

Healthier, together.

WELCOME



From left: Joseph F. Silek, Jr. and Mark H. Merrill

November 2018

DEAR NEIGHBOR:

As the region's leading health care provider, Valley Health System has a deep and multifaceted commitment to the northern Shenandoah Valley and surrounding areas of West Virginia and Maryland. The Valley Health team provides quality and compassionate care in our hospitals, physician offices, patients' homes and other facilities. In addition, Valley Health offers a wealth of preventive health care services and screenings with the goal of keeping patients healthy. Equally important, Valley Health impacts our community beyond the practice of "traditional" health care and beyond the walls of our buildings...which is why, each year, we look forward to sharing in our Valley Health *2018 Community Benefit Report* how our organization and our dedicated team make a real difference and change lives.

Valley Health's mission is "Serving Our Community by Improving Health." To this end, we invest in programs and services that **educate, empower, encourage, inspire, and deliver care** and that help the region's residents lead healthy lives. Our team offers health and wellness programs, support groups, and free screenings, and Valley Health contributes to numerous local educational, civic and nonprofit organizations through grants, sponsorships and other in-kind support. Valley Health supports and serves the area's neediest through the provision of charity care, discounted services and financial counseling. We are committed to workforce development, offering job training programs, scholarships, camps, and career fairs, and we work with local educational partners to prepare tomorrow's healthcare providers.

As you review this report, you will learn about Valley Health's efforts to help make our region a wonderful place to

live, work and enjoy activities. Even more importantly, you will find stories about the "faces and places" served by Valley Health's outreach programs, grant funding and partnership initiatives. Valley Health plans to share more of these success stories over the next few months, so we encourage you to visit our *2018 Community Benefit Report* web page (valleyhealthlink.com/2018communitybenefit) and "follow" us on Facebook to learn about how we make a difference beyond our hospital walls.

We have deep admiration and respect for the caring professionals who serve you and our community with expertise, compassion and dedication. The smiling faces of patients, students, campers, and others we support and care for, along with the gracious appreciation we receive from local nonprofit partners, inspire us to look for new and innovative ways to ensure we are "Healthier, together." We are grateful to have the opportunity to serve you, our friends, neighbors and loved ones, and thank you for the many ways you support Valley Health throughout the year.

Sincerely,

Joseph F. Silek, Jr.
Chair, Board of Trustees

Mark H. Merrill
President and CEO

On the cover: Amanda Ashworth and her son, Maverick, enjoy playing with Sherry Arey (right), executive director of Family Promise, a nonprofit supported by Shenandoah Memorial Hospital.



ENCOURAGING SURVIVORS

A cancer diagnosis is life altering. It is the beginning of a long journey that may include surgery, chemotherapy and radiation, along with tears and some tough days. Valley Health's team of physicians and other care providers delivers state-of-the-art medical treatment and a range of survivorship programs, some funded in partnership with the WMC Foundation, which offer hope and comfort. Nurse navigators, Wellspring's cancer support programs, breast health symposia, and events like the Surviving with Laughter celebration and Hampshire Memorial Hospital's Relay for Life Survivor Dinner provide education, consolation and fellowship. Many in the community get a dose of inspiration—and needed encouragement—from these programs.

INSPIRING OUR YOUTH

“Being a Camp Follow the Leader volunteer has taught me no two days of patient care are alike,” states high school student and aspiring nurse Victoria Davis. “And it’s awesome to see the campers become more independent.” Organized by Rehabilitation Services staff, this Valley Health program offers children with developmental disorders an opportunity to enjoy a day camp experience. Valley Health’s investment in the region’s youth is also illustrated by its partnership with Page Alliance for Community Action, where the Page Memorial Hospital team offers teens valuable information about nutrition, physical fitness and a drug-free lifestyle. Warren Memorial Hospital’s Camp M*E*D (Mentoring Everyone’s Dreams) and Winchester Medical Center’s Health Sciences Academy provide hands-on experiences and inspire youth to pursue careers in rewarding healthcare professions.



DELIVERING CARE TO THOSE IN NEED

For those with health insurance, seeing a doctor, having diagnostic tests and scheduling other care are routine. But for those who are unemployed, uninsured or have other financial limitations, accessing needed care is a challenge, which is why Valley Health partners with numerous clinics to deliver care to low-income and uninsured residents. Some clinics, like the Good Samaritan Free Clinic in West Virginia, receive cash grants from Valley Health to support their programs. Other clinics receive funding as well as in-kind support such as the free use of Valley Health facilities and the services of Valley Health’s expert clinical staff. Increasing access to dental health care has also been a priority for Valley Health, and dentist Dr. Joan Pino De Las Casas (left) was hired several years ago to treat patients at the clinics in Winchester and Woodstock. “This is an important service that Valley Health and the local free clinics provide to the community, and a great investment in our people,” notes Dr. Pino.



EDUCATING ABOUT HEALTH AND WELLNESS

Health and safety events as well as other functions like the Birth & Baby Expo and Senior Expo are great opportunities for the Valley Health team to reach those who may not access routine care and screenings. Carotid intima media thickness tests, Heart Attack Risk Program (HARP) screenings and laboratory blood testing for glucose and cholesterol levels are offered at local events such as the War Memorial Health Fair, Community Wellness Festival, and county fairs. The Valley Health Wellness and Fitness teams educate residents of all ages about wellness and safety, distributing helmets to youth in the area to promote bike safety, teaching swimming and pool safety, and offering “Silver Sneakers” classes, proving it is never too late to develop healthy habits!

EMPOWERING THOSE FIGHTING ADDICTION

Hospital caregivers witness the tragic consequences of the disease of addiction in emergency rooms and behavioral health facilities. Valley Health collaborates with community partners, such as the Northern Shenandoah Valley Substance Abuse Coalition (NSVSAC), to identify and develop effective resources to combat the epidemic. One innovative strategy is the Northwest Regional Adult Drug Treatment Court, based on the premise that “we cannot arrest our way out of this problem.” A unique collaboration between health care, law enforcement and the recovery community, this program empowers addicts to take responsibility for their recovery; participate in the “High Accountability Court”; and fulfill rigorous requirements including random drug testing, mental health counseling and attendance at 12-step meetings. “The drug court showed a different side of the court system,” notes Jeremy Athey, a person with a substance abuse disorder who graduated from drug court and is now employed as a peer counselor. “They want to see us do well; they really care.”



WANT TO LEARN MORE ABOUT THE PROGRAMS DESCRIBED HERE? ARTICLES ABOUT DR. PINO'S SERVICE AT THE SHENANDOAH COMMUNITY MEDICAL CLINIC, THE GREAT WORK OF THE PAGE ALLIANCE FOR COMMUNITY ACTION, THE OUTREACH OF THE PEER COUNSELORS WHO WORK WITH RECOVERING ADDICTS, AND OTHER INSPIRATIONAL STORIES WILL BE FEATURED ON VALLEY HEALTH'S BLOG (VALLEYHEALTHLINK.COM/NEWS) AND VALLEY HEALTH'S FACEBOOK PAGE, AND IN OTHER ELECTRONIC MEDIA.

BY THE NUMBERS

VALLEY HEALTH COMMUNITY SUPPORT BY CATEGORY (IN MILLIONS) JANUARY 1–DECEMBER 31, 2017

A. CHARITY & UNREIMBURSED CARE

Charity Care at Cost	\$19.20
Unreimbursed Cost of Medicaid	\$21.30
SUBTOTAL A: Charity & Unreimbursed Care	\$40.50

B. PROGRAMMATIC & COMMUNITY BENEFIT

Community Health Improvement & Benefit	\$1.80
Health Professions Education	\$15.00
Subsidized Health Services / Research / Cash & In-Kind Support	\$4.10
SUBTOTAL B: Programmatic & Community Benefit	\$20.90

Total Community Benefit (Subtotals A & B) \$61.40

C. OTHER FINANCIAL MEASURES

Medicare Shortfall	\$19.30
Bad Debt Expense	\$62.80
SUBTOTAL C: Other Financial Measures	\$82.10

Comprehensive Community Contribution (Subtotals A, B & C) \$143.50

COMMUNITY BENEFIT VERSUS TAX LIABILITY

As a not-for-profit health system, Valley Health does not pay federal income taxes. In lieu of tax dollars, the organization makes significant financial contributions in the region in the form of Community Benefit. Had Valley Health been a taxable organization in 2017, the potential income tax liability would have been \$36.7 million. The Community Benefit supplied by Valley Health was \$61.4 million, over 67 percent higher than its potential tax liability.

50+ ORGANIZATIONS

RECEIVED CASH GRANTS AND/OR IN-KIND
SUPPORT FROM VALLEY HEALTH IN 2017.

\$750 million+

COMPREHENSIVE COMMUNITY
CONTRIBUTION DOLLARS OVER
THE PAST FIVE YEARS (2013–2017)

\$143 million+

COMPREHENSIVE COMMUNITY
CONTRIBUTION DOLLARS IN 2017

+
0
0
0
5
0
9
6
\$

◀ Dollars spent on financial counseling and patient enrollment in Affordable Care Act (ACA) insurance and government assistance programs.

Navigating the complexities of securing health insurance through the ACA and the application processes for assistance programs like Medicaid and Children's Health Insurance Program (CHIP) is challenging. Valley Health staff provides free financial counseling services to the public.



OUR PARTNERS / VALLEY HEALTH PROVIDES GRANTS AND OTHER IN-KIND SUPPORT TO LOCAL ORGANIZATIONS, BOTH LARGE AND SMALL, TO IMPROVE THE HEALTH AND WELL-BEING OF AREA RESIDENTS. WE THANK THE FOLLOWING NONPROFITS FOR THEIR COLLABORATION AND PARTNERSHIP!

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| Abba Care | Faith Community Nursing Network | National Alliance on Mental Illness - NSV | Shenandoah Community Health Clinic |
| AIDS Response Effort | Faith in Action | Northern Shenandoah Valley Substance Abuse Coalition | Shenandoah University |
| American Cancer Society Relay for Life | Family Promise | Our Health, Inc. | Shenandoah Valley Discovery Museum |
| Big Brothers, Big Sisters | Girls on the Run | Page Alliance for Community Action | Sinclair Health Clinic (formerly the Free Medical Clinic, NSV) |
| Blue Ridge Hospice | Good Samaritan Free Clinic | Page Free Medical Clinic | St. Luke Community Clinic |
| Child Safe Center - CAC | Healthy Families | Rapp U, Inc. | United Way |
| CLEAN, Inc. | Hospice of the Panhandle | Shenandoah Area Council | And others |
| Concern Hotline | The Laurel Center | Friends of Scouting | |
| Council on Alcoholism | Lord Fairfax EMS Council | | |
| Edgehill Recovery Center | March of Dimes | | |



Winchester Medical Center (Winchester, VA) / Hampshire Memorial Hospital (Romney, WV) / Page Memorial Hospital (Luray, VA) / Shenandoah Memorial Hospital (Woodstock, VA) / War Memorial Hospital (Berkeley Springs, WV) / Warren Memorial Hospital (Front Royal, VA) / Outreach Lab Services / Quick Care (Front Royal, VA; Spring Mills, WV; and Strasburg, VA) / Rehabilitation Services (Inpatient and Outpatient) / Urgent Care (Front Royal, VA; Martinsburg, WV; Ranson, WV; and Winchester, VA) / Valley Health Surgery Center / Valley Medical Transport / Valley Pharmacy / Valley Physician Enterprise / Wellness & Fitness Centers

valleyhealthlink.com / 540.536.8000