



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

DEAR NEIGHBOR:

Creating “healthier tomorrows” for those in our region is achieved through the hard work, innovation and collaboration of many local organizations. Valley Health is dedicated to supporting health and wellness-focused initiatives of many community partners, and our annual Community Benefit Report gives us an opportunity to highlight a few of the many ways we demonstrate our commitment through outreach programs, grant funding, staff support, and more.

Most area residents know about the “traditional” health care the Valley Health team provides for the sick and injured. What is not as well known is Valley Health’s investment in community outreach efforts and in partner organizations whose missions increase access to care, promote health and wellness education, and offer opportunities for those of all ages. Free educational programs; support groups and screenings; internships, camps and career fairs; grants, sponsorships, and other in-kind support; and charity care, discounted services and financial counseling are just a few of the ways Valley Health makes a difference.

We hope you’ll take a few minutes to read the following information that highlights some of the “faces and places” that are helped through Valley Health’s community programs. The determination, grit and gratitude reflected in these stories is truly inspirational. Our mission is “Serving Our Community by Improving Health,” and this is accomplished one program—and one life—at a time.

As with most efforts, we can multiply our impact

through collaboration, so we thank you, and our staff, our patients, our friends, our neighbors, our donors, and our community partners, for supporting our efforts to create healthier tomorrows for people in our region—because it is through partnerships and mutual support that we are building a future where we are “Healthier, together.”

Sincerely,

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

Mark H. Merrill
President and CEO

On the cover: Two local youths are all smiles after fittings for free bicycle helmets at a local Valley Health health and safety event.



Learning job skills through a Project Search internship.

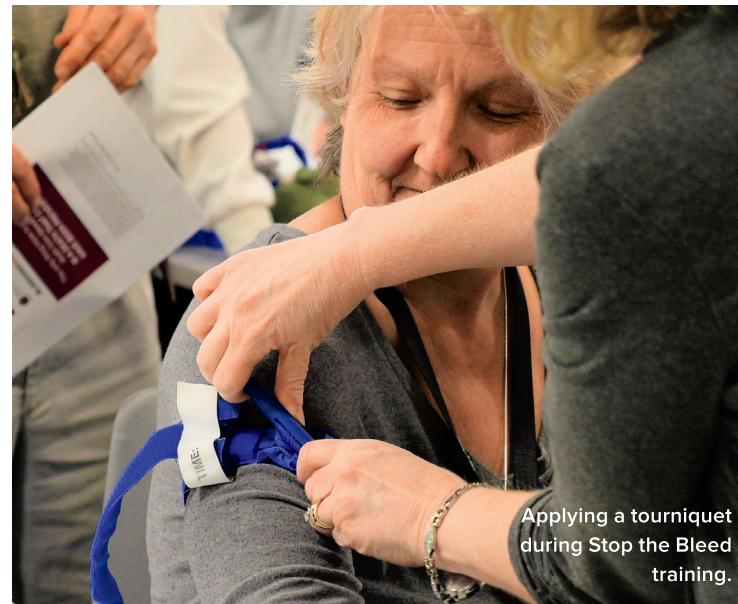
OPPORTUNITIES FOR YOUTH

Sessions about medication safety for elementary students offered by the War Memorial Hospital team and classes taught by nurses on how tobacco, alcohol and drugs impact teen health are two of the many ways our team demonstrates its commitment to promoting healthy lifestyles to youth in the region. Young people in our community benefit from numerous camp programs (Diabetes Camp and Camp Follow the Leader, for example), career education (Worlds of Work, the two-day health and science career expo for seventh-grade students from seven county school systems in the area), and nursing internships for college students. A partnership with several local high schools and the Virginia Department of Aging and Rehabilitative Services (DARS) provides career and life skills training for young adults with developmental disabilities. Valley Health staff work on community-building career and wellness education from Berkeley Springs to Luray.

“Because of the partnership with Winchester Medical Center, Project Search provides an excellent opportunity for area youth with disabilities to obtain skills to become self-sufficient in employment that is sustainable.” —TONI CARY, TRANSITION COORDINATOR, FREDERICK COUNTY PUBLIC SCHOOLS

LIFELONG LEARNING

Do you know how to perform CPR or apply a tourniquet to save a life? Attend one of Valley Health’s community health fairs or take a Stop the Bleed class, and you’ll leave with lifesaving skills. Those interested in learning about cardiovascular or diabetes risk factors get tested at local HARP (Heart Attack Risk Program) screenings or they attend Hampshire Memorial Hospital’s annual Date with Diabetes event. From advance directive information sessions at Warren Memorial Hospital to Girls Night Out, Valley Health holds hundreds of classes, trainings, screenings, and events that promote health and wellness through education.



Applying a tourniquet during Stop the Bleed training.

“Stop the Bleed sessions teach people tools to help others in an emergency. It only takes a few minutes for someone to die from blood loss, and these classes empower those with no medical training to keep someone from bleeding out while waiting for EMS to arrive.”

—TERRAL GOODE, MD, MEDICAL DIRECTOR, WINCHESTER MEDICAL CENTER TRAUMA SERVICES



Offering resources to those needing care, medication and other services at area free clinics.

ACCESS TO CARE

Many of us don’t think twice about picking up the phone to make a doctor’s appointment, but for those with limited income, getting care can be challenging. These people often seek treatment at one of the free health clinics, such as the Sinclair Free Health Clinic in Winchester, where they are welcomed warmly, treated with dignity, and receive quality health care. A grant from Valley Health can be critical to keeping the doors open at these facilities. Others in our region, especially the elderly in rural areas, may have trouble getting to medical appointments because of a lack of transportation, which is why the free transportation program launched in 2018 by the Page Memorial Hospital team was a resounding success. Ensuring that health care is available and accessible is a priority at Valley Health, and it is the reason we fund and partner with numerous organizations that provide needed healthcare services to those in our community.

“The federal government recognizes that our county doesn’t have enough health services—especially dental and psychiatric services. Valley Health’s grant to Shenandoah Community Health Clinic brings more of these desperately needed services to low-income families.”

—PAM MURPHY, EXECUTIVE DIRECTOR, SHENANDOAH COMMUNITY HEALTH CLINIC

LEARN MORE ABOUT THE PROGRAMS DESCRIBED IN THIS REPORT WHEN YOU VISIT VALLEYHEALTHLINK.COM/NEWS. READ ABOUT ONE STUDENT’S JOURNEY FROM PROJECT SEARCH INTERN TO VALLEY HEALTH EMPLOYEE, HOW MENTAL HEALTH TRAINING FOR A LOCAL PASTOR GAVE HIM NEW INSIGHTS ON HOW TO MEET THE NEEDS OF HIS FAITH FAMILY, AND HOW TAKING A VALLEY HEALTH CLASS JUST MIGHT HELP YOU SAVE A LIFE. VALLEY HEALTH’S FACEBOOK PAGE AND OTHER ELECTRONIC MEDIA OFFER GREAT RESOURCES, SO FOLLOW US ON SOCIAL MEDIA TO LEARN HOW WE SERVE THE COMMUNITY BY IMPROVING HEALTH.

HEALTHIER TOMORROWS

HELPING THE WHOLE PERSON

Substance abuse, mental illness and social welfare challenges impact the health and well-being of many in our community, and partnering with local stakeholders to address these needs allows Valley Health to multiply its effectiveness in these arenas. The team at Shenandoah Memorial Hospital collaborates with the Northwestern Community Services Board to offer free Mental Health First Aid training, and Valley Health’s partnership with the Northern Shenandoah Valley Substance Abuse Coalition supports efforts involving education, counseling, health care, and law enforcement to prevent and treat addiction. Valley Health provides thousands of dollars in grants and/or gifts in kind to “safety net” organizations such as The Laurel Center (domestic violence) and Healthy Families (family and child welfare) because the provision of quality care means corralling all available resources to care for the whole person.



Enjoying the playroom at Family Promise.

BY THE NUMBERS

VALLEY HEALTH COMMUNITY SUPPORT BY CATEGORY (IN MILLIONS) JANUARY 1–DECEMBER 31, 2018

A. CHARITY & UNREIMBURSED CARE

Charity Care at Cost	\$19.2
Unreimbursed Cost of Medicaid	\$25.4
SUBTOTAL A: Charity & Unreimbursed Care	\$44.6

B. PROGRAMMATIC & COMMUNITY BENEFIT

Community Health Improvement & Benefit	\$1.8
Health Professions Education	\$22.1
Subsidized Health Services / Research / Cash & In-Kind Support	\$3.9
SUBTOTAL B: Programmatic & Community Benefit	\$27.8

Total Community Benefit (Subtotals A & B) \$72.4

C. OTHER FINANCIAL MEASURES

Medicare Shortfall	\$17.6
Bad Debt Expense	\$80.2
SUBTOTAL C: Other Financial Measures	\$97.8

Comprehensive Community Contribution (Subtotals A, B & C) \$170.2

CHARITY CARE AND FINANCIAL ASSISTANCE

“It’s hard to ask for help, but when I walked into the billing office at Shenandoah Memorial Hospital, Kendra [Sigurdson, financial counselor] said, ‘Talk to me, how can I help you?’ She helped me complete the financial assistance forms and was so kind.”

—GRATEFUL VALLEY HEALTH PATIENT

More than \$935,000. That’s what Valley Health spent in 2018 on enrolling patients in Affordable Care Act (ACA) insurance, the Children’s Health Insurance Program (CHIP), Medicaid, and other assistance programs. Counselors also help patients complete paperwork, determine if they are eligible for charity care or other assistance through Valley Health, and set up payment plans. Navigating the complexities of health insurance and other payment programs can be challenging, and Valley Health staff assist thousands each year by providing free financial counseling services.

\$742 million+

COMPREHENSIVE COMMUNITY CONTRIBUTION DOLLARS OVER THE PAST FIVE YEARS (2014–2018)

\$170 million+

COMPREHENSIVE COMMUNITY CONTRIBUTION DOLLARS IN 2018

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 2018, the potential income tax liability would have been \$8.8 million. The Community Benefit supplied by Valley Health was \$72.4 million, over \$63 million more than would have been paid in taxes.



OUR PARTNERS / VALLEY HEALTH PROVIDES GRANTS AND OTHER IN-KIND SUPPORT TO LOCAL NOT-FOR-PROFITS, LARGE AND SMALL, THAT ADDRESS THE HEALTH, WELLNESS AND WELFARE NEEDS OF AREA RESIDENTS. SOME OF THESE ORGANIZATIONS ARE LISTED BELOW. WE THANK ALL OUR PARTNERS FOR THEIR COLLABORATION!

AIDS Response Effort (ARE) / American Cancer Society Relay for Life / Child Safe Center - CAC / Concern Hotline / Edgehill Recovery Center / Faith Community Nursing Network / Faith in Action / Good Samaritan Free Clinic / Hampshire County Health Department / Healthy Families of NSV and Warren County / The Laurel Center / March of Dimes / National Alliance on Mental Illness - NSV / Northern Shenandoah Valley Substance Abuse Coalition / Our Health, Inc. / Page Alliance for Community Action / Page Free Medical Clinic / Rapp U, Inc. / Shenandoah Community Health Clinic / Shenandoah University / Sinclair Health Clinic (formerly the Free Medical Clinic, NSV) / St. Luke Community Clinic / United Way / Warren County (VA) Transportation Project / And others!

ValleyHealth
Healthier, together.

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 Home Health / Valley Health Surgery Center / Valley Medical Transport / Valley Pharmacy / Valley Physician Enterprise / Wellness & Fitness Centers

valleyhealthlink.com / 540.536.8000

2019 COMMUNITY BENEFIT REPORT

Healthier Tomorrows

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Healthier, together.