



**Genesis**  
HEALTHCARE SYSTEM

**2016-2018 Evaluation of Progress  
Community Benefit 2016-2018 Implementation Strategy  
Genesis HealthCare System  
April 19, 2019**

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## Introduction

### Genesis Hospital

Genesis HealthCare System (GENESIS) is an integrated health care delivery system based in Zanesville, Ohio. The system includes Genesis Hospital (a not-for-profit hospital), an extensive network of more than 300 physicians, and multiple outpatient care centers throughout the GENESIS Service Area (GSA). GENESIS is the largest health care provider in its' six-county GSA in southeastern Ohio, which includes Muskingum, Morgan, Perry, Coshocton, Noble and Guernsey counties. GENESIS provides a higher level of service than what is typically found in a community of its size including open-heart surgery, was the first to become a fully accredited Chest Pain Center Chest Pan Center in Southeastern Ohio, has Level III trauma care, a Level II neonatal intermediate care unit is available, neurosurgery is performed, holds a Primary Stroke Certification, and provides comprehensive cancer care services. This level of care has established GENESIS as a primary referral center for much of the GSA.

In addition to traditional hospital services, GENESIS offers a broader range of services through its affiliated organizations, which serve as GENESIS' partners to extend care far out into the community. The GENESIS Mission, Vision, and Values are:

**GENESIS Mission:** to provide compassionate, quality health care

**GENESIS Vision:** GENESIS is committed to being a health care team whose care exceeds the expectations of our patients and community

**GENESIS Values:** compassion, trust, innovation, excellence

GENESIS, through its mission, has a strong tradition of meeting community health needs through its provision of the Community Benefit Program. As part of the Internal Revenue Service (IRS) requirements for not-for profit hospital's Community Benefit initiatives, a Community Health Needs Assessment (CHNA) was conducted in 2015. Based on the CHNA results, GENESIS has developed and adopted the "Community Benefit 2016-2018 Implementation Strategy" for each of the top health priorities identified in the CHNA.

### 2015 CHNA

GENESIS conducted the CHNA in 2015 in order to strengthen involvement in the community. GENESIS collaborated with the six counties and agencies in the primary GSA. These collaborations made the assessment possible and the Assessment Advisory Group was formed and functioned to identify and prioritize the top health issues within the service area. The CHNA was approved in November of 2015 by the GENESIS Quality Committee and the Board of Directors. A new CHNA was completed in 2018 and is available to the public at [www.Genesishcs.org](http://www.Genesishcs.org) under the "About Us" tab at the bottom of the page, followed by clicking on the "Caring for the Community" tab.

### Community Benefit 2016-2018 Implementation Strategy (CB 2016-2018 IS)

The CHNA identified top priority chronic conditions, related risk factors, issues for mothers and children, and access to care issues.

The **Top Priority Chronic Conditions** identified were as follows:

1. Cancer (CHNA page 14); Priority Risk Factor: Tobacco Use (CHNA page 15)
2. Mental Health Issues (CHNA page 16); Priority Risk Factors: Drug Addictions (CHNA page 17) and Alcohol Overuse (CHNA page 18)
3. Diabetes (CHNA page 18)
4. Heart Disease (CHNA page 19); Priority Risk Factors: Obesity (CHNA page 20), Unhealthy Eating (CHNA page 20), and Physical Inactivity (CHNA page 21)
5. Chronic Breathing Problems (CHNA page 21)
6. Joint and Back Pain (CHNA page 22)
7. Stroke (CHNA page 23); Priority Risk Factor: High Blood Pressure (CHNA page 23)

The **Top Priority Health Issues for Mothers and Children** included:

1. Pregnant and Using Tobacco (CHNA page 24)
2. Pregnant and Using Alcohol (CHNA page 24)
3. Pregnant and Using Drugs (CHNA page 24)
4. Children Overweight (CHNA page 25)
5. Support for Drug Addicted Babies (CHNA page 25)
6. Children with Disabilities (CHNA page 26)

The CB 2016-2018 IS was a written plan that addressed each of the community health needs identified in the 2015 CHNA. The plan was tailored to the Service Lines of GENESIS, taking into account specific programs, resources, and priorities already in place. The CB 2016-2018 IS planning groups included two that had representation across Departments and included community agencies: (1) the Addictions Reduction Planning Group (ARPG) and (2) the Obesity Reduction Planning Group (ORPG). The Obesity Reduction Planning Group merged into another community group, “Muskingum Moves” in 2017. Other GENESIS planning groups included: Cancer Care Center (GCCC), Behavioral Health (GBH), Pulmonary Administration (GPA) and Lung Clinic (GLC), Population Health & Wellness (GPH&W) and Cardiac Rehab (GCR) and Diabetes & Nutrition Services (GD&NS), Heart & Vascular Services (GH&VS), Hospice & Palliative Care (GH&PC), Neuroscience & Orthopedic Center (GNOC), Rehab & Ambulatory Care (GR&AC) and Center for Occupational & Outpatient Rehabilitation (GCOOR), Women’s & Children’s Services (GW&CS), Trauma Services (GTS), Educational Services (GES), Marketing & Public Relations (GM&PR), Medical Staff Services/Credentialing (GMSS/C), Spiritual Care (GSC), Mission (GM), NurseLine (GN), Patient Experience (GPE), and Volunteer Services (GVS). The CB 2016-2018 IS focused on all the major areas except access to care (CHNA pages 27-29). Access to care is a focus of the GENESIS Strategic Plan and initiatives on access to care are implemented through Administration, Service Line Directors, financial assistance, and transformational care.

## **Social Determinants Affecting Health for the GENESIS Service Area**

All six counties in the GSA were designated by the federal government as Appalachian. As Appalachian communities, the distressing factors listed below influenced community members' health and access to healthcare. The distressing factors were:

- Families have lower median household incomes,
- Unemployment rates are higher,
- Poverty levels are higher for the general community, seniors, and children,
- Aging populations are increasing,
- Each county has areas where housing is unaffordable,
- Both adults and children have higher levels of food insecurity,
- Increasing numbers of children suffer neglect and abuse.

Specific CB 2016-2018 IS initiatives had a target population of those living in poverty. GENESIS continued to provide charity care and financial assistance for those in need in the GSA to facilitate access to care.

## **CB 2016-2018 IS Evaluation of Progress**

Evaluating progress was an important component of the Community Benefit Program for GENESIS, not only as a requirement for the IRS, but as a commitment to addressing the health needs of the community. This "CB 2016-2018 IS Evaluation of Progress" document's format included each goal of areas components and their related objective, initiatives, target population, partners, accountable Service Line, projected outcomes from the CB 2016-2018 IS, and the progress for 2016-2018. There were some initiatives that had no progress and the rationale was provided. New initiatives that were in development had narrative for progress. In addition, Service Lines added some initiatives as the need arose. From 2016-2018, each Service Line addressing an initiative documented the number of encounters with community members and expenses incurred through the Community Benefit's data system known as the Community Benefit Inventory of Social Accountability (CBISA). Quarterly and annually the totals were reported to the Community Benefit Committee.

The "Projected 2016-2018 Outcomes" in the tables below were used as a baseline for performance for 2016-2018 and were used to guide the evaluation process and future initiative development. The initiatives and anticipated outcomes included in this document were evaluated against the data collected for the identified measures through CBISA. The Service Line Leaders ensured that the outcomes for each initiative were reported in CBISA. Summary reports were assessed quarterly by the GENESIS Community Benefit Committee for progress, problem resolution, and redirection of focus if necessary. An annual written report was approved by the GENESIS Quality Committee and the Board of Directors. Listed on the next page is a table with the 2016-2018 progress totals of community member encounters by priority area.

Below are the narrative and community member encounters documented in CBISA for all the focus areas.

<b>Goal Areas</b>	<b>2016-2018 Projected Encounters</b>	<b>Documented Encounters for 2016-2018</b>	<b>Community Benefit Dollar Amount</b>
Cancer	2,184	2,944	\$10,219
MH Issues	2,697	1,634	\$6,075
Addictions	896	3,269	\$17,533
Diabetes	1,093	655	\$6,300
Heart Disease	538	1,011	\$53,271
Obesity	26,248	34,768	\$187,094
Chronic Breathing	3,855	5,604	\$11,688
Joint Pain	233	42	\$869
Stroke	22,117	1,291	\$15,736
Children with Disabilities	57	0	\$2,500
Other Community Benefit Service Line Initiatives	166,227	213,745	\$7,201,275
Other Community Benefit Program		74	\$280,421
<b>Total of Community Benefit</b>	<b>226,145</b>	<b>265,037</b>	<b>7,792,981</b>

A list of Acronyms is provided on the next two pages for Community Partners, GENESIS Service Lines, and Other Terms.

## List of Acronyms

<b>Acronym</b>	<b>Community Partner</b>
ABHS	AllWell Behavioral Health Services
MBH	Muskingum Behavioral Health
MH&RSB	Mental Health & Recovery Services Board
MRC	Muskingum Recreation Center
MVHC	Muskingum Valley Health Centers
ZMCHD	Zanesville-Muskingum County Health Department
<b>Acronym</b>	<b>GENESIS Service Lines</b>
GBH	Behavioral Health
GCCC	Cancer Care Center
GCR	Cardiac Rehab
GD&NS	Diabetes & Nutrition Services
GES	Educational Services
GCOOR	Center for Occupational and Outpatient Rehabilitation
GH&VS	Heart & Vascular Services
GH&PC	Hospice & Palliative Care
GLC	Lung Clinic
GM&PR	Marketing & Public Relations
GMSS/C	Medical Staff Services/Credentialing
GM	Mission
GN&OC	Neuroscience & Orthopedic Center
GN	NurseLine
GPE	Patient Experience
GPH&W	Population Health & Wellness
GPA	Pulmonary Administration
GR&AC	Rehab & Ambulatory Care
GSC	Spiritual Care
GTS	Trauma Services
GVS	Volunteer Services
GW&CS	Women's and Children's Services

Acronym	Other Terms
ACS	American Cancer Society
ARPG	Addictions Reduction Planning Group
CB 2019-2021 IS	Community Benefit 2019-2021 Implementation Strategy
CBISA	Community Benefit Inventory of Social Accountability
CHNA	Community Health Needs Assessment
CPR	Cardiopulmonary Resuscitation
Gen. Com.	General Community
GRIP	GENESIS Risk Intervention Program
GSA	GENESIS Service Area
IRS	Internal Revenue Service
Pov. Pop.	Poverty Population

## Cancer Reduction

### **Goal: Reduce cancer risk in the GSA**

**Brief Description of Issue:** Cancer rates per population in the GSA are higher than those of Ohio, except for Noble County which had lower cancer rates per population. According to Ohio Department of Health, “Cancer is not one disease but many- there are more than a hundred different kinds of cancer, many of which have different causes and risk factors.” Tobacco use has been identified as a Priority Risk Factor.

**Strategic Focus:** GENESIS will provide and/or participate in: community health education, community health promotion/ outreach, self-help programs, and community health initiatives focused on reducing cancer. Tobacco use reduction is addressed in the Addictions Reduction section.

Community Health Education Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December of 2018, 42 persons participate in cancer risk reduction classes. <b>Final Outcome: 42/42</b>	Provide classes on cancer risk reduction	Pov. Pop.	GPA	GCCC	Total Encounters: 42 Community Benefit: \$1,818



<b>Community Health Promotion/Outreach Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 2,100 persons participate in health promotion initiatives focused on cancer issues. <b>Final Outcome: 2,864/2,100</b>	Design a health promotion campaign focused on colorectal cancer screening	Gen. Com.	GM&PR	GCCC	Total Encounters: 395 Community Benefit: \$811
	Enhancement of the Cancer Services web page to add resources for cancer risk reduction was not completed	Gen. Com.	GM&PR	GCCC	The design of the cancer risk reduction resources page was not completed due to lack of staff resources to devote to this initiative.
	<b>Added in 2016:</b> Provide other health promotion activities	Gen. Com.			Total Encounters: 2,469 Community Benefit: \$963
<b>Self-Help Programs Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 42 persons receive a self-help program on self-breast exams. <b>Final Outcome: 24/42</b>	Develop and implement a self-breast exam self-help program to distribute to women in poverty	Pov. Pop. women	GM&PR; American Cancer Society	GCCC	Total Encounters: 24 Community Benefit: \$343
<b>Support Group Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
<b>Final Outcome: 7/0</b>	<b>Added initiative 2017:</b> Provide a Cancer Support Group	Gen. Com.		GCCC	Total Encounters: 7 Community Benefit: \$100
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Populations</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
<b>Final Outcome: 7/0</b>	<b>Added initiative 2016:</b> Cancer Concern Coalition Meetings	Gen. Com.		GCCC	Total Encounters: 7 Community Benefit: \$184
<b>In-Kind and Cash Contributions</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
<b>Final Outcome: \$6,000/0</b>	<b>Added in 2018:</b> American Cancer Society Relay for Life Donation	Gen. Com.		GM&PR	Community Benefit: \$6,000

**Planning Group Members:** Jody Stones, Initially: Sharon Parker/ Jodi Lee, Shannon White, Chad Stoltz/Pebbles Kieber

## Mental Health Issues

**Goal:** Reduce the frequency and burden of mental health illnesses in the GSA

**Brief Description of Issue:** The GSA has higher rates per population of people with mental disabilities when compared to rates across Ohio. These mental issues can range from divorce, depression, suicide to other psychiatric diagnoses.

**Strategic Focus:** GENESIS will provide and/or participate in: community health education, health professional education, community health promotion/outreach, and community health initiatives focused on mental health issues. Addictions Reduction is covered in the next section.

Community Health Education Objective	Initiatives	Target Populations	Partners	Accountable Service Line	Progress 2016-2018
By December of 2018, 2,519 persons participate in divorce classes. <b>Final Outcome: 183/2,519</b>	Provide divorce classes for “Helping Children Succeed”	Gen. Com.	Court system	GBH	“Helping Children Succeed” was not offered in 2016. The “Parents’ Divorce Class” was offered instead.
	Provide “Parent’s Divorce Class”	Gen. Com.	Court system	GBH	Total Encounters: 183 Community Benefit: \$668 The progress on this initiative was halted due to the classes moving to the court system.
Health Professional Education Objective	Initiatives	Target Populations	Partners	Accountable Service Line	Progress 2016-2018
By December of 2018, 145 persons participate in health professional education initiatives focused on mental health issues. <b>Final Outcome: 71/145</b>	Crisis Intervention Team training for public safety officers	Gen. Com.	Police	GBH	Total Encounters: 71 Community Benefit: \$2,476

Community Health Promotion/ Outreach Objective	Initiatives	Target Populations	Partners	Accountable Service Line	Progress 2016-2018
<b>Final Outcome: 1,174/0</b>	<b>Added initiative 2016:</b> Provide Avondale presentation and other presentations in the community	Pov. Pop.	ACS	GBH	Total Encounters: 1,174 Community Benefit: \$1125
Community Health Initiatives Objective	Initiatives	Target Populations	Partners	Accountable Service Line	Progress 2016-2018
By December of 2018, 11 staff participates in community health initiatives focused on mental health issues. <b>Final Outcome: 206/11</b>	Suicide Coalition	Pov. Pop., Gen. Com.		GBH	Total Encounters: 2 Community Benefit: \$298
	Creative Options	School Age		GBH	No staff members were assigned to this group.
	Council on Community Resources	Gen. Com.		GBH	Total Encounters: 5 Community Benefit: \$256
	Ohio Psychiatric Nurse Administrators Association	Gen. Com.		GBH	Total Encounters: 105 Community Benefit: \$185
	Ohio Hospital Association Behavioral Health Group	Gen. Com.		GBH	No staff members were assigned to this group.
	Trauma-Informed Care Southeast Ohio Regional Group	Gen. Com.		GBH	No staff members were assigned to this group.
	Six Entity/Lean Six Group and Steering Committee	Pov. Pop., Gen. Com.		GBH	Total Encounters: 62 Community Benefit: \$231
	Bridge Builders	Pov. Pop., Gen. Com.		GBH	Total Encounters: 18 Community Benefit: \$111
	Recovery Oriented Service of Care	Pov. Pop., Gen. Com.		GBH	No staff members were assigned to this group.
	Domestic Violence Coalition	Pov. Pop., Gen. Com.		GBH	No staff members were assigned to this group.
	<b>Added Group in 2016:</b> NAMI	Pov. Pop., Gen. Com.		GBH	Total Encounters: 5 Community Benefit: \$94
	<b>Added Group in 2017:</b> Supreme Court & Justice Stratton “Stepping Up” Meeting	Pov. Pop., Gen. Com.		GBH	Total Encounters: 2 Community Benefit: \$97
<b>Added Group in 2018:</b> Criminal Justice Collaboration	Pov. Pop., Gen. Com.		GBH	Total Encounters: 3 Community Benefit: \$147	

	<b>Added Group in 2018:</b> Interdisciplinary Team	Gen. Com.		GBH	Total Encounters: 4 Community Benefit: \$137
<b>In-Kind and Cash Contributions</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
<b>Final Outcome: \$250/0</b>	<b>Added in 2018:</b> Transitions Donation	Pov. Pop., Gen. Com.		GBH	Community Benefit: \$250

**Mental Health Planning Group Members:** Jody Stones, Christina Parr, Denise Williams

### Addictions Reduction

**Goal:** Reduce the use of tobacco, alcohol and drugs in the GSA, particularly for mothers and babies with addictions

**Brief Description of Issue:** The Addictions Reduction Planning Group (ARPG) was formed to address the Top Priority Risk Factors of tobacco use, drug addictions, and alcohol overuse. Also, the Top Priority Health Issues for Mothers and Children addressed were pregnant and using tobacco, pregnant and using alcohol, pregnant and using drugs, and support for drug addicted babies were addressed. The prevalence of smoking in the GSA is higher than the average for Ohio. However, over the prior five years, cigarette smoking has decreased in the GSA. The prescription opioid per capita in the GSA is higher than rates across Ohio. Additionally, the unduplicated admissions for opiate-related diagnosis for treatment have increased for the GSA and are an urgent health issue. The GSA had a lower percentage of reported excessive drinking than that of Ohio. The percentage maternal smoking for the GSA is vastly higher than Ohio. The discharge rates for babies with Neonatal Abstinence Syndrome per population for the GSA was higher compared to the rate for Ohio and is climbing in staggering numbers.

**Strategic Focus:** The ARPG planned the prevention of addictions from a life stages perspective. Stage I is a focus on youth and their parents being educated on addiction risks. Stage II is designing and providing prenatal classes for addicted mothers. Stage III is providing a “Warm Hand-off” in labor and delivery to community mental health services for addicted mothers and babies. Stage IV is providing follow-up for addicted mothers’ needs upon their release from the hospital to promote the mothers seeking community support from agencies. Stage V is healthcare providers and service providers need to hear success stories of addicted mothers and babies thriving. Specialized training education will be provided to GSA in the community to understand how an addicted brain functions.

GENESIS will provide and/or participate in: community health education, community health promotion/outreach, community-based clinical services, support groups, healthcare support services, health professional education, and community health initiatives focused on addictions reduction for alcohol, tobacco and drugs.

<b>Community Health Education Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 166 persons participate in addictions reduction community health education programs. <b>Final Outcome: 29/166</b>	Stage I: youth classes on addictions using evidence based programs such as “Start Talking” and using some fun applications or internet programs for learning about risks	Pov. Pop., middle/high school age students	GBH, MBH, Family Health Services	GW&CS	Staff resources were not available to devote to this initiative.
	Stage II: Develop an at risk women’s prenatal class that focuses on addictions and incorporate “Baby and Me Tobacco Free” program; start of the “Warm Hand Off” for support after birth	Pov. Pop., women of child bearing age	GBH, MVHC, ABHS, MBH, ZMCHD’s Tobacco Program, MH&RSB	GW&CS	A community partner developed a prenatal program for mothers at risk for addiction. Referrals were made to their program by the GENESIS providers.
	Stage V: Gather stories of successful moms and babies overcoming addictions for providers to hear	Pov. Pop., Gen. Com.	GBH, MBH, MVHC, ABHS, MH&RSB	GW&CS	Staff resources were not available to devote to this initiative.
	GHS Tobacco Treatment Specialists provided education	Gen. Com.		GCCC, GPH&W	Total Encounters: 29 Community Benefit: \$844
<b>Community Health Promotion/ Outreach Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 210 persons participate in community health promotion/ outreach events focused on addictions reduction. <b>Final Outcome: 2,820/210</b>	Stage I: Parent Teacher Organizations/ Associations presentations on addictions and risk reduction such as: “Start Talking” program and/or “I Spy Room” and “Operations Street Smart” Franklin County Sherriff’s Dept. community adults	Pov. Pop., Gen. Com., parents of school age children, counties other than Musk-ingum	MBH, Sherriff’s Dept.	GW&CS	Staff resources were not available to devote to this initiative.
	<b>Added in 2016:</b> Provide other health promotion activities	Pov. Pop., Gen. Com.		GBH	Total Encounters: 2,820 Community Benefit: \$6,698
<b>Community Based-Clinical Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>

By December 2018, screen 115 persons for tobacco use. <b>Final Outcome: 0/115</b>	Health Fairs tobacco screenings	Gen. Com.		GPA	Staff resources were not available to devote to this initiative.
<b>Support Groups Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, serve 12 persons with support teams focused on addictions reduction. <b>Final Outcome: 47/12</b>	Stage IV: Support team for addicted moms and babies <b>Added in 2017:</b> Develop and implement a support group for friends and family of those suffering addictions	Pov. Pop., Gen. Com.  Pov. Pop., Gen. Com.	GBH, MBH, MVHC, ABHS, MH&RSB	GW&CS  GBH	Staff resources were not available to devote to this initiative.  Total Encounters: 47 Community Benefit: \$787
<b>Healthcare Support Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, provide 42 persons support services focused on addictions reduction. <b>Final Outcome: 15/42</b>	Stage III. Labor and Delivery: social worker follow up is provided for addicted mothers for success of referrals to BCMH, Help Me Grow, WIC, Zanesville-Muskingum County Health Department's home visiting program, and Fatherhood Program	Pov. Pop., Gen. Com.	GENESIS social worker, Bureau for Children with Medical Handicaps, Help Me Grow, WIC, ZMCHD's Home Visiting Program, and Fatherhood Program	GW&CS	Staff resources were not available to devote to this initiative.
	Stage III: Labor and Delivery: an addiction mentor is identified for addicted mothers to walk beside that mother after release and expediting the "Warm Hand-off", to mental health providers in the area focused on addictions recovery	Pov. Pop., Gen. Com., mothers and babies	GBH, MBH, MVHC, ABHS, MH&RSB	GW&CS	Total Encounters: 15 Community Benefit: \$2,545
<b>Health Professional Education Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 331 persons participate in health professional	Stage V: "Lunch and Learn" professional education on addicted moms and babies for healthcare providers, support service	Healthcare providers,	Obstetric physicians and providers in the	GW&CS	Total Encounters: 316 Community Benefit: \$5,154

education initiatives focused on addictions reduction. <b>Final Outcome: 316/331</b>	providers, or community members; offered the training “Understanding Addiction: Squirrel Logic” by Dr. Brad Lander	support services providers, Gen. Com.	service area, MVHC, GES		
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 6 staff participates in community health initiatives focused on addictions reduction. <b>Final Outcome: 42/6</b>	Maternal and Child Subgroup Healthier Muskingum County Network	Gen. Com.	GBH, MBH, MVHC	GW&CS & GM	This group was discontinued by ZMCHD.
	Coalition for a Healthy Drug Free Muskingum	Pov. Pop., Gen. Com.	MBH	GW&CS and GBH	This group was discontinued by MBH.
	Guernsey CHOICES	Pov. Pop., Gen. Com.	MH&RSB	GBH	No staff members were assigned to this group.
	Guernsey “Clean Start”	Pov. Pop., Gen. Com.	MBH; MH&RSB	GW&CS	No staff members were assigned to this group.
	Perry Drug Coalition	Pov. Pop., Gen. Com.	MBH	GBH	No staff members were assigned to this group.
	Planning group focused on detox services needed in community	Pov. Pop., Gen. Com.	GBH, MBH, MVHC, ABHS, MH&RSB	GBH	New Visions is now at Genesis Hospital as a contracted service
	<b>Added Group in 2016:</b> Dreamland Follow-Up	Pov. Pop., Gen. Com.		GBH	Total Encounters: 15 Community Benefit: \$299
	<b>Added Group in 2017:</b> Clean Community Initiative Group	Pov. Pop., Gen. Com.		GBH	Total Encounters: 2 Community Benefit: \$114
	<b>Added Group in 2017:</b> Day of Recovery Planning Group	Pov. Pop., Gen. Com.		GBH	Total Encounters: 1 Community Benefit: \$32
	<b>Added Group in 2017:</b> Roundtable with Senator Sherrod Brown	Pov. Pop., Gen. Com.		GBH	Total Encounters: 2 Community Benefit: \$97
<b>Added Group in 2017:</b> Perry County Addiction Summit	Pov. Pop., Gen. Com.		GBH	Total Encounters: 1 Community Benefit: \$129	
<b>Added Group in 2017:</b> Residential Steering Group	Pov. Pop., Gen. Com.		GBH	Total Encounters: 1 Community Benefit: \$65	

	<b>Added Group in 2017: Maternal &amp; Child Addiction Reduction Steering Group</b>	Pov. Pop., Gen. Com.		GBH & W&CS	Total Encounters: 1 Community Benefit: \$49
	<b>Added Group in 2017: Recovery Advisory &amp; OA Council</b>	Pov. Pop., Gen. Com.		GBH	Total Encounters: 2 Community Benefit: \$97
	<b>Added Group in 2017: Opiate Response Team</b>	Pov. Pop., Gen. Com.		GBH	Total Encounters: 1 Community Benefit: \$65
	<b>Added Group in 2018 Squirrel Logic Planning Group</b>	Pov. Pop., Gen. Com.		GBH	Total Encounters: 7 Community Benefit: \$295
	<b>Added Group in 2018: ZMCHD Meeting</b>	Pov. Pop., Gen. Com.		GBH	Total Encounters: 3 Community Benefit: \$33
	<b>Added Group in 2018: Mom's Plus Sub Committee</b>	Pov. Pop., Gen. Com.		GBH & W&CS	Total Encounters: 4 Community Benefit: \$132
	<b>Added Group in 2018: Overdose Fatality Review Meeting</b>	Pov. Pop., Gen. Com.		GBH	Total Encounters: 1 Community Benefit: \$65
	<b>Added Group in 2018: Collaborative meeting between Behavior Health and Women's and Children's Services</b>	Pov. Pop., Gen. Com.		GBH and W&CS	Total Encounters: 1 Community Benefit: \$33

**Addictions Reduction Group Members:** GENESIS: Sister Maureen Anne Shepard, Jody Stones, Denise Williams, Sue Hoover, Mary Kitzig, Colisa Glass, Mary Kitzig, Chad Stoltz, Tisha Babcock/Stacey Stewart, Mari Varhola, Cathy Sorenson, Terra Armstead; ZMCHD- Jessica Emerick, Carol Howdyshell, and Megan Hughett, MVHC-Jeannie Blake/Kylie Emmert, ABHS- James McDonald/Rainy Oliver, MBH- Steve Carrel, and MH&RSB-Vickie Hare, Rolling Plains Methodist Church-Pastor Alethea Botts

## Diabetes

**Goal:** Increase the prevention of diabetes and improve the glycemic control for those with diabetes in the GSA

**Brief Description of Issue:** Diabetes is the seventh leading cause of death in the GSA. The percentage of adults that reported having been diagnosed as having diabetes for the GSA is higher compared to Ohio and has risen over the last several years.

**Strategic Focus:** GENESIS will provide and/or participate in: community health promotion/outreach, community-based clinical services, and health professional education focused on diabetes.



<b>Community Health Promotion/Outreach Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 530 persons attend community presentations on diabetes. <b>Final Outcome: 234/530</b>	Provide community health promotion events focused on diabetes	Gen. Com.		GPH&W, GD&NS	Total Encounters: 234 Community Benefit: \$2,220
<b>Community-based Clinical Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 331 persons receive glucose screening to assess diabetes risk. <b>Final Outcome: 211/331</b>	Screen community members for glucose	Gen. Com.		GPH&W, GD&NS	Total Encounters: 211 Community Benefit: \$2,311
<b>Health Professional Education Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 232 persons participate in health professional education initiatives focused on diabetes. <b>Final Outcome: 210/232</b>	Train healthcare professionals and school personnel on diabetes issues	Gen. Com.		GPH&W, GD&NS	Total Encounters: 210 Community Benefit: \$1,769

**Planning Group Members:** Jody Stones, Heather Shuster, and Kay Eicher

### Heart Disease

**Goal:** Decrease cardiovascular disease through preventive screening and education in the GSA

**Brief Description of Issue:** Heart disease is the second leading cause of death in the GSA. Muskingum, Noble, and Morgan counties rates are lower than Ohio with Guernsey, Perry, and Coshocton counties rates higher than Ohio.

**Strategic Focus:** GENESIS will provide and/or participate in: community health promotion/outreach, community-based clinical services, health professional education, and provide cash contributions focused on screening and prevention of heart and vascular diseases.

<b>Community Health Promotion/ Outreach Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 55 persons attend community presentations on heart and vascular issues. <b>Final Outcome: 156/55</b>	Cardiovascular physicians provide presentations to the community on heart and vascular topics	Gen. Com.	GENESIS physicians	GH&VS	Total Encounters: 156 Community Benefit: \$609
<b>Community-based Clinical Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 464 persons receive lower level peripheral artery screening, blood pressure, and/or health risk appraisals to assess cardiovascular risk. <b>Final Outcome: 132/464</b>	Provide lower level peripheral artery screening, blood pressure, and health risk appraisals at community events	Gen. Com.		GH&VS	Total Encounters: 132 Community Benefit: \$3,568 The peripheral artery screening was no longer provided for the community after 2016.
<b>Health Professional Education Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 19 persons participate in health professional education focused cardiovascular practices. <b>Final Outcome: 75/19</b>	Provide training/ mentoring to other healthcare providers related to cardiovascular practices	Other hospital healthcare providers		GH&VS	Total Encounters: 75 Community Benefit: \$20,734
<b>In-Kind and Cash Contributions</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, fund \$15,000 for the licensure for the EKG transmission equipment in ambulances in six counties. <b>Final Outcome: \$28,360/\$15,000</b>	GENESIS pays \$5,000 per year for the licensure with Physio Control for the EKG transmission equipment that is housed in ambulances in six counties	Gen. Com.	Community ambulances	GH&VS	Total Encounters: 648 Community Benefit: \$11,360 The Service Line met the goal of \$15,000. The total 2018 dollars were not captured in time for this report.
	<b>Added in 2018:</b> American Heart Association Donation				Community Benefit: \$17,000

**Planning Group Members:** Jody Stones and Cheryl Jorge/Tabitha McKenzie

## Obesity Reduction

### Goal: Reduce obesity rates in the GSA

**Brief Description of Issue:** The Obesity Reduction Planning Group (ORPG) was formed to address the Top Priority Chronic Condition of heart disease with its related Priority Risk Factors of obesity, unhealthy eating, and physical inactivity. A Top Priority Health Issue for Mothers and Children of children being overweight was also addressed. The GENESIS service area has a higher reported Body Mass Index for adults than Ohio. The percent of those reporting eating less than five fruits and vegetables per day for the GSA is higher than Ohio. Also, those in the GSA are reporting less physical activity compared to Ohio. In the GSA, the average percentage of the children overweight/obese is slightly less than Ohio. Morgan and Guernsey counties children are at higher risk than the other four counties.

**Strategic Focus:** GENESIS will provide and/or participate in: community health education, community health promotion/outreach, and community health initiatives focused on obesity reduction.

Community Health Education Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018	
By December of 2018, a total of 120 children and 3,947 adults participate in programs focused on physical activity and healthy eating. <b>Final Outcome:                      Children 1,622/120                      Adults 13,805/3,947</b>	“Shaping Futures”	Children ages 6-16 years of age; Pov. Pop., Gen. Com.	Muskingum Recreation Center (MRC)	GPH&W; GCR	Total Encounters: 1,622 Children and 2 Adults =1,624 Community Benefit: \$6,871	
	“Walk with A Doc”	Gen. Com.	GH&VS, GNS, GCS, GW&CS	GPH&W	Total Encounters: 483 Community Benefit: \$3,839	
	“Breastfeeding Support for Success”, “Pre-natal Breastfeeding”	Gen. Com.	ZMCHD, WIC, MVHC	GW&CS	Total Encounters: 2,588 Community Benefit: \$20,634	
	“Genesis Risk Intervention Program”	Gen. Com.		GPH&W; GCR	Total Encounters: 4,297 Community Benefit: \$80,653	
	“Parkinson’s Exercise Class”	Gen. Com.		GPH&W	GR&AS; GCOOR	Total Encounters: 3,297 Community Benefit: \$17,334
	“Diabetes Exercise Class”	Gen. Com.			GPH&W; GCR	Total Encounters: 3,138 Community Benefit: \$51,078

	Refer of community members for free introductory physical activity classes	Pov. Pop., Gen. Com.	Nautilus, MRC	GCCC, GPH&W	Staff resources were not available to devote to this initiative.
<b>Community Health Promotion/ Outreach Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December, 2018 22,172 people like a post on the “Muskingum Moves” Facebook page. <b>Final Outcome: 19,294/22,172</b>	“Muskingum Moves” Group Facebook page: <ul style="list-style-type: none"> <li>• Cancer Services will provide cancer risk reduction through nutrition and PA</li> <li>• Health tips, recipes, and other information were provided monthly</li> </ul>	Gen. Com.	GH&VS, GNS, GCS, & GW&CS; ZMCHD	GPH&W	Total Encounters: 19,294 Community Benefit: \$5,854
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December, 2018, 3 staff participates in community health initiatives to reduce obesity. <b>Final Outcome: 47/3</b>	<b>Added in 2016:</b> A produce give-a-way will be provided at MVHC through partnership with farmer and GVS	Pov. Pop.	MVHC	GCCC, GPH&W	Due to duplication of this initiative in the community, it was discontinued.
	Healthier Muskingum County Network	Pov. Pop., Gen. Com.	ZMCHD and multiple organizations	GM	Total Encounters: 7 Community Benefit: \$0
	Muskingum Moves	Gen. Com.	MRC, Fieldhouse Foundation, Dr. Stephen Ulrich, ZMCHD	GPH&W	Total Encounters: 1 Community Benefit: \$212
	Perry Neighborhood Connections	Gen. Com.	Perry County Health Department	GPH&W	Total Encounters: 39 Community Benefit: \$619

**Obesity Reduction Group Members:** GENESIS: Jody Stones, Shannon White, Heather Shuster, Logan Clark, Lisa Lynn, Cheryl Jorge, Colisa Glass, Stacey Shreyer, Sarah Brauning; MRC, MVHC-Jeannie Blake, Perry County Health Department-Debbie Raney, ZMCHD-Kylie Jones

## Chronic Breathing Problems

**Goal:** Decrease the complications related to chronic breathing problems in the GSA

**Brief Description of Issue:** When describing the Top Priority Chronic Condition of chronic breathing problems, this condition included chronic lower respiratory disease which is the number three leading cause of death in the GSA. The rates per population of chronic lower respiratory diseases in the GSA are higher than Ohio.

**Strategic Focus:** GENESIS will provide and/or participate in: community health promotion/outreach, community-based clinical services, support groups, health professional education, and community health initiatives focused on chronic breathing problems.

Community Health Promotion/Outreach Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 3,310 persons participate in chronic breathing problems community health promotion/ outreach events. <b>Final Outcome: 3,553/3,310</b>	Community health fairs, presentations, and awareness campaigns focused on chronic breathing problems, particularly asthma	Pov. Pop., Gen. Com.		GLC, GPA	Total Encounters: 3,553 Community Benefit: \$8,602
Community-based Clinical Services Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 331 persons participate in spirometry, pulse ox, and blood pressure screenings. <b>Final Outcome: 1,311/331</b>	Provide spirometry, pulse ox, and blood pressure screenings in the community	Pov. Pop., Gen. Com..		GLC	Total Encounters: 1,311 Community Benefit: \$155
Support Groups Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 151 persons participate in the Better Breathing Club. <b>Final Outcome: 308/151</b>	Better Breathing club	Pov. Pop., Gen. Com.		GLC	Total Encounters: 308 Community Benefit: \$514

<b>Health Professional Education Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 42 persons participate in health professional education initiatives focused on chronic breathing problems. <b>Final Outcome: 75/42</b>	Training of home health, nursing homes and Muskingum Valley Health Centers staff on chronic breathing issues	Senior populations; Pov. Pop., Gen. Com.	MVHC	GPA	Total Encounters: 75 Community Benefit: \$226
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 7 staff participates in community health initiatives focused on chronic breathing problems. <b>Final Outcome: 357/7</b>	Ohio Black Lung Advisory Board	Pov. Pop., Gen. Com.		GLC	Total Encounters: 24 Community Benefit: \$228
	American Association of Cardiovascular and Pulmonary Rehabilitation	Gen. Com.		GLC	No staff members were assigned to this group.
	National Institute for Occupational Safety and Health	Gen. Com.		GLC	No staff members were assigned to this group.
	National Black Lung Coalition	Pov. Pop., Gen. Com.		GLC	No staff members were assigned to this group.
	Local United Mine Workers of America	Pov. Pop., Gen. Com.		GLC	No staff members were assigned to this group.
	Muskingum County Senior Task Force	Senior population		GLC	Total Encounters: 8 Community Benefit: \$213
	Perry County Senior Task Force	Senior population		GLC	Total Encounters: 38 Community Benefit: \$435
	COMPAC Meeting	Pov. Pop., Gen. Com.		GLC	Total Encounters: 236 Community Benefit: \$589
	Black Lung Applications and Community Meetings	Pov. Pop., Gen. Com.		GLC	Total Encounters: 34 Community Benefit: \$560
	<b>Added in 2016:</b> Local Union Meeting for Peabody Coal Miners	Pov. Pop., Gen. Com.		GLC	Total Encounters: 14 Community Benefit: \$30
	<b>Added in 2017:</b> Central Ohio Coal Miners Breakfast	Pov. Pop., Gen. Com.		GLC	Total Encounters: 1 Community Benefit: \$93

	<b>Added in 2018:</b> United Way meeting	Pov. Pop., Gen. Com.		GLC	Total Encounters: 1 Community Benefit: \$6
	<b>Added in 2018:</b> Healthier Muskingum County Network	Gen. Com		GLC	Total Encounters: 1 Community Benefit: \$37

**Planning Group Members:** Jody Stones, Tisha Babcock, Stacey Stewart, Mari Varhola, Michelle Newlon

### Joint And Back Pain

**Goal:** Reduce the burden of joint and back pain for community members in the GSA

**Brief Description of Issue:** Joint pain can be caused by many conditions. However, arthritis is the major cause. In the GSA, the rate per population of Medicare beneficiaries with arthritis is lower than Ohio.

**Strategic Focus:** GENESIS will provide and/or participate in: community health education and support groups focused on joint and back pain.

Community Health Education Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 166 persons participate in joint/back pain related community health education programs. <b>Final Outcome: 42/166</b>	Provide back pain classes	Gen. Com.		GNS	Total Encounters: 42 Community Benefit: \$869
Support Groups Objectives	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 67 persons participate in pain management/fibromyalgia support groups. <b>Final Outcome: 0/67</b>	Pain Partnership Support Group	Gen. Com.		GNS	Staff resources were not available to devote to this initiative.

**Joint and Back Pain Planning Group Members:** Jody Stones, Keela Barker

## Stroke

**Goal:** Reduce the risk and burden of strokes in the GSA

**Brief Description of Issue:** Strokes are the sixth leading cause of death for the GSA. Overall, the service area rate for strokes per population is higher than Ohio. Noble and Perry counties have higher rates of strokes per population than the other counties. Also, a Priority Risk Factor for strokes is high blood pressure. Those reporting having been diagnosed with high blood pressure in the service area is higher than Ohio.

**Strategic Focus:** GENESIS will provide and/or participate in: community health promotion/outreach, community-based clinical services, support groups, and community health initiatives focused on stroke risk reduction.

Community Health Promotion/ Outreach Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 20,100 persons view a health promotion campaign focused on hypertension reduction. <b>Final Outcome: 419/20,100</b>	Promote High Blood pressure month in the community and encourage “know your numbers” <b>Added in 2017:</b> Participate in other health promotion activities	Gen. Com.	WHIZ, Times Recorder	GNS	Total Encounters: 419 Community Benefit: \$3,068 Service Line resources were not available for a media campaign.
Community- Based Clinical Services Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, screen 1,068 persons for concussion impact testing and blood pressure. <b>Final Outcome: 598/1,068</b>	Concussion impact testing	School age youth	Area Schools	GNS	Total Encounters: 466 Community Benefit: \$8,105
	Blood pressure screening	Pov. Pop., Gen. Com.	Feeding centers	GNS	Total Encounters: 132 Community Benefit: \$1,188
Support Groups Objectives	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 946 persons attend the Brain Injury Support Group and the Caring for Caregivers Support Group. <b>Final Outcome: 53/946</b>	Provide the Brain Injury Support Group	Gen. Com.		GNS	Total Encounters: 217 Community Benefit: \$1,268
	Caring for Caregivers Support Group	Gen. Com.		GNS	Staff resources were not available to devote to this initiative.



	<b>Added in 2016:</b> Stroke Support Group	Gen. Com.		GNS	Total Encounters: 53 Community Benefit: \$697
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 1 staff participates in community health initiatives focused on strokes. <b>Final Outcome: 4/1</b>	The Carr Center	Senior population		GNS	No staff members were assigned to this group.
	<b>Added in 2016:</b> Coverdell Stroke meeting	Gen. Com.		GNS	Total Encounters: 4 Community Benefit: \$1,410

**Planning Group Members:** Jody Stones, Keela Barker

## Children with Disabilities

**Goal:** Reduce the frequency and burden for children with disabilities in the GSA

**Brief Description of Issue:** In Ohio, the percentage of children with special healthcare needs has almost doubled in the last eleven years.

**Strategic Focus:** GENESIS will provide and/or participate in: healthcare support services and community health initiatives focused on children with disabilities.

<b>Healthcare Support Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, provide 51 mothers support services for children with disabilities. <b>Final Outcome: 0/51</b>	Follow-up with mothers of children with disabilities for community support services	Pov. Pop., Gen. Com.	WIC, BCMH, MVHC, Help Me Grow, ZMCHD's Home Visiting Program	GW&CS	Staff resources were not available to devote to this initiative.
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 2 staff participates in community health initiatives focused on children with disabilities. <b>Final Outcome: 0/2</b>	Review data from EPIC that would describe the burden of children with disabilities in the service area	Gen. Com.	GM, ZMCHD, GENESIS Information Technology's EPIC staff	GW&CS	Completed: Shared the data from EPIC with ZMCHD staff

In-Kind and Cash Contributions	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
Final Outcome: \$2,500/0	Added in 2018: Donation "Field of Dreams" (offers physical activity for children with disabilities)	Children with disabilities	Community ambulances		Community Benefit: \$2,500

**Planning Group Members:** Jody Stones, Sue Hoover

### Other Community Benefit Initiatives

**Goal:** To provide community initiatives focused on additional health needs identified by GENESIS for their GSA

**Brief Description of Issue:** GENESIS Service Lines have recognized other health needs in the community not identified in the CHNA. These health needs are addressed by Community Benefit initiatives through the Service Lines listed below, focused on various target populations.

**Strategic Focus:** GENESIS will provide and/or participate in: community health education, community health promotion/outreach, community-based clinical services, health professional education, healthcare support services, support groups, and community health initiatives focused on other health needs identified by GENESIS.

Community Health Education Objective	Initiatives	Target Population	Partners	Accountable Service Line	Progress 2016-2018
By December 2018, 11,493 persons participate in other community health education programs. <b>Final Outcome: 45,517/11,493</b>	Classes/programs on priority health topics	Gen. Com.		GM&PR	Staff resources were not available to devote to this initiative.
	Advance Directive materials and education	Gen. Com.		GSC GPE	Total Encounters: 65 Community Benefit: \$1,196 Total Encounters: 134 Community Benefit: \$1,389
	Cardio-pulmonary Resuscitation (CPR) class cards	College students	Zane State College	GES	Total Encounters: 4,624 Community Benefit: \$12,868
	Childbirth classes including "Lamaze", childbirth preparation, and "Baby Basics"	Gen. Com.	MVHC	GW&CS	Total Encounters: 1,535 Community Benefit: \$23,174

	Classes for children such as “Babysitting” and “Sibling” classes	Gen. Com.		GW&CS	Total Encounters: 196 Community Benefit: \$4,209
	The “Health Wise” is managed on GENESIS website available to public for health information	Gen. Com.		GM&PR	Total Encounters: 22,440 Community Benefit: \$43,082
	Physician health topic videos were not produced and placed on GENESIS website for education <b>Added in 2017:</b> Infographics were provided to the public on health topics on the GENESIS website	Gen. Com.		GM&PR	Total Encounters: 13,574 Community Benefit: \$1,054 This initiative changed from physician videos to Infographics.
	Health providers will complete presentations for the community on priority health topics	Gen. Com.		GM&PR	Total Encounters: 110 Community Benefit: \$231
	GENESIS purchases space and places health information on a page of the Times Recorder website	Gen. Com.		GM&PR	This was discontinued due lack of resources for the purchase of space.
	Community education programs such as: “Understanding Hospice Care” , Advance Directives/CODE status”	Gen. Com.		GH&PC	Total Encounters: 651 Community Benefit: \$1,512
	Classes such as “Matter of Balance” and “Senior Lifestyle and Injury Prevention”	Seniors		GTS; GCOOR	Total Encounters: 2,188 Community Benefit: \$42,454
<b>Community Health Promotion/Outreach Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 61,644 persons participate in other health related community health promotion/ outreach events. <b>Final Outcome: 80,812/61/644</b>	Participate in events for health promotion related to priority health issues	Gen. Com.		GM&PR	Total Encounters: 49,181 Community Benefit: \$10,794
	Community events such as: “Healing After Infant Loss: Walk To Remember” and Domestic Violence Coalition “Walk A Mile in my Shoes”	Pov. Pop., Gen. Com.	Domestic Violence Coalition	GW&CS	Total Encounters: 1,198 Community Benefit: \$13,688
	Community awareness events and initiatives such as: “Ethics Symposium”, Veteran’s recognition events, and health fairs	Gen. Com.; Veterans	North Terrace Church, Muskingum	GH&PC	Total Encounters: 13,792 Community Benefit: \$13,209

			County Senior Center		
	Community presentations, health fairs, and community awareness activities such as: driving simulators, “Safety Town”, Car Seat Checks”, and “Think First” and brake reaction time	Youth; Gen. Com.		GTS	Total Encounters: 14,493 Community Benefit: \$23,854
	<b>Added in 2016:</b> Participate in community events	Gen. Com.		GPH&W	Total Encounters: 1,776 Community Benefit: \$3,669
	<b>Added in 2016:</b> Participate in Alzheimer’s Walk	Gen. Com.		GNS	Total Encounters: 150 Community Benefit: \$552
	<b>Added in 2018:</b> Community events	Gen. Com.		GPE	Total Encounters: 222 Community Benefit: \$458
<b>Community-based Clinical Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, 372 senior community members participate in fall risk screenings and brake reaction time tests. <b>Final Outcome: 955/372</b>	Fall risk screenings including falls risk and brake reaction times tests	Seniors, Gen. Com.		GTS	Total Encounters: 955 Community Benefit: \$1,902
<b>Health Professional Education Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December of 2018, 4,561 persons participate in health professional education initiatives focused on clinical and non-clinical healthcare related training and rotations, hospice, and falls prevention, safety and advanced life support.	Healthcare student observations	Local colleges	Local colleges	GVS	Total Encounters: 600 Community Benefit: \$124,371
	Non-clinical internships healthcare administration	College students in healthcare administration or health related degrees	Muskingum University, Ohio University of Zanesville	GES	Total Encounters: 72 Community Benefit: \$302,255

<b>Final Outcome: 9,083/4,561</b>					
	Nursing (BSN, AND, LPN, MSN), occupational, physical, respiratory, radiology, dietary, imaging, multi-skill technician, surgical technology, phlebotomy, social work, speech/language pathology, psychology, sonography, audiology, exercise physiology, health information technology clinical internships/rotations	Nursing students	Muskingum University, Mount Vernon, Ohio University of Zanesville	GES	Total Encounters: 5,356 Community Benefit: \$3,264,467
	Medical residencies such as nurse practitioners, medical residents, physicians assistants	Advanced practice medical students	Ohio medical schools	GMSS	Total Encounters: 156 Community Benefit: \$9,621
	Care provider trainings such as: “Understanding End-of-Life Care”, “Decision Making Capacity Crucial to the Principle of Autonomy”	Caregivers; Veteran	Caregivers, assisted living, and nursing homes, general community	GH&PC	Total Encounters: 327 Community Benefit: \$443
	Provide community agencies, EMS and other groups training on falls prevention, safety, and “Advanced Trauma Life Support”	EMS, community agencies; other community groups; Physician Nurse Practitioners, and Physician Assistants	GCOOR	GTS	Total Encounters: 2,485 Community Benefit: \$24,351

	<b>Added in 2016:</b> Provide other clinicals for Healthcare students	Healthcare Students		GH&VS, GES, GHS Surgery	Total Encounters: 87 Community Benefit: \$101,798
<b>Health Care Support Services Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, provide 88,119 persons support services for Nurse Line calls and community screening follow-up. <b>Final Outcome: 76,396/88,119</b>	Provide call in services for healthcare questions through NurseLine	Gen. Com.	Medical practices	GN	Total Encounters: 74,433 Community Benefit: \$3,033,092
	Provide follow-up phone calls from screening events in the community	Gen. Com.		GM&PR	Total Encounters: 154 Community Benefit: \$645 This was discontinued 2017.
	<b>Added in 2016:</b> Provided support services for translation and sign language	Gen. Com.		GPE	Total Encounters: 1,809 Community Benefit: \$77,546
<b>Support Groups Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
<b>Final Outcome: 171/0</b>	<b>Added initiative 2016:</b> Provide MS Support Group	Gen. Com.		GNS	Total Encounters: 16 Community Benefit: \$221
	<b>Added initiative 2016:</b> Provide Parkinson Support Group	Gen. Com.		GNS	Total Encounters: 155 Community Benefit: \$950
<b>Community Health Initiatives Objective</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Dept.</b>	<b>Progress 2016-2018</b>
By December of 2018, 16 staff participates in community health initiatives focused sexual assault, seniors & Veterans health issues and end of life care, and injury prevention. <b>Final Outcome: 811/16</b>	S.A.N.E.	Pov. Pop., Gen. Com.		GW&CS	This was no longer in GWCS. The GENESIS ER had this.
	Muskingum County Senior Task Force	Seniors		GH&PC GM&PR	Total Encounters: 15 Community Benefit: \$616 GM&PR no staff members were assigned to this group.
	Ohio Hospice Veterans Partnership	Veterans		GH&PC	Total Encounters: 23 Community Benefit: \$4,019
	The Oaks Advisory Board	Seniors, Gen. Com.		GH&PC	Total Encounters: 1 Community Benefit: \$65

Advance Directives Task Force	Gen. Com.		GSC	No staff members were assigned to this group.
MC Veteran's Appreciation Committee	Veterans		GH&PC	Total Encounters: 7 Community Benefit: \$876
Hospice Advisory Board	Gen. Com.		GH&PC	Total Encounters: 22 Community Benefit: \$570
Ohio Injury Prevention Partnership	Gen. Com.		GTS	Total Encounters: 5 Community Benefit: \$1,085
Ohio Society of Trauma Nurse Leaders	Gen. Com.		GTS	Total Encounters: 11 Community Benefit: \$1,582
Midwest Injury Prevention Alliance	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$35
Central Ohio Trauma System Education Sub Committee	Gen. Com.		GTS	No staff members were assigned to this group.
<b>Added in 2016:</b> American Trauma Society Injury Prevention Council	Gen. Com.		GTS	Total Encounters: 4 Community Benefit: \$143
<b>Added in 2016:</b> STN National Conference	Gen. Com.		GTS	Total Encounters: 500 Community Benefit: \$150
<b>Added in 2016:</b> Muskingum County EMA Meeting	Gen. Com.		GTS	Total Encounters: 8 Community Benefit: \$300
<b>Added in 2016:</b> Multi-Agency EMS Meeting	Gen. Com.		GTS	Total Encounters: 104 Community Benefit: \$3,019
<b>Added in 2016:</b> Medical Advisory Meeting	Gen. Com.		GTS	Total Encounters: 2 Community Benefit: \$38
<b>Added in 2017:</b> Regional Local Emergency Planning Committee	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$52
<b>Added in 2017:</b> Trauma Quality Improvement Project meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$104
<b>Added in 2017:</b> Local EMS Education Program Advisory Board	Gen. Com.		GTS	Total Encounters: 2 Community Benefit: \$70
<b>Added in 2017:</b> Trauma in the 1 <sup>st</sup> 48	Gen. Com.		GTS	Total Encounters: 3 Community Benefit: \$278
<b>Added in 2017:</b> Regional Conference	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$416

<b>Added in 2017:</b> Marietta Trauma Symposium	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$1,663
<b>Added in 2018:</b> State Rural EMS	Gen. Com.		GTS	Total Encounters: 2 Community Benefit: \$144
<b>Added in 2018:</b> Washington Fire Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$18
<b>Added in 2018:</b> Malta/McConnelsville EMS/Fire Department Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$0
<b>Added in 2018:</b> Somerset EMS Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$0
<b>Added in 2018:</b> New Lexington Fire Department Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$0
<b>Added in 2018:</b> Crooksville Fire/EMS Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$90
<b>Added in 2018:</b> Hopewell-Reading Town Fire Department Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$96
<b>Added in 2018:</b> Roseville Volunteer Fire Department Meeting	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$88
<b>Added in 2018:</b> Disaster Management and Early Preparedness Meeting	Gen. Com.		GTS	Total Encounters: 3 Community Benefit: \$924
<b>Added in 2018:</b> Division of EMS-Rural EMS Committee	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$161
<b>Added in 2018:</b> Organ Donation Meeting	Gen. Com.		GTS	Total Encounters: 4 Community Benefit: \$429
<b>Added in 2018:</b> Muskingum Safe Communities	Gen. Com.		GTS	Total Encounters: 1 Community Benefit: \$72
Council on Community Resources	Gen. Com.		GM&PR	No staff members were assigned to this group.
T.O.T.S. for Perry County	Youth		GM&PR	This group was discontinued.
Ohio Association of Cardiovascular & Pulmonary Rehab Board Meeting	Gen. Com.		GPH&W	Total Encounters: 2 Community Benefit: \$1,983
Ohio Cardiac Rehab Regional Peer Group	Gen. Com.		GPH&W	Total Encounters: 1 Community Benefit: \$710



	<b>Added in 2016:</b> Mission	Gen. Com.		GPH&W	Total Encounters: 1 Community Benefit: \$48
	<b>Added in 2018:</b> Opiate Response Team Meetings	Pov. Pop., Gen. Com.		GSC	Total Encounters: 2 Community Benefit: \$148
	<b>Added in 2018:</b> A Salute to Veterans meeting	Veterans		GH&PC	Total Encounters: 12 Community Benefit: \$420
	<b>Added in 2017:</b> Newsletter Planning Group	Gen. Com.		GH&PC	Total Encounters: 21 Community Benefit: \$1,025
	<b>Added in 2017:</b> Ethics Symposium Planning Meeting	Gen. Com.		GH&PC	Total Encounters: 34 Community Benefit: \$1,959
	<b>Added in 2017:</b> Celebrating National Social Workers Month Meeting	Gen. Com.		GH&PC	Total Encounters: 2 Community Benefit: \$275
	<b>Added in 2018:</b> Soul Injury Conference Planning	Gen. Com.		GH&PC	Total Encounters: 1 Community Benefit: \$280
	<b>Added in 2018:</b> We Honor Veterans Meeting	Veterans		GH&PC	Total Encounters: 1 Community Benefit: \$35
	<b>Added in 2017:</b> Hospice Volunteer Managers Forum	Gen. Com.		GH&PC	Total Encounters: 1 Community Benefit: \$260
	<b>Added in 2018:</b> Southeastern Ohio Breast Feeding Coalition	Gen. Com.		GW&CS	Total Encounters: 2 Community Benefit: \$126
	<b>Added in 2018:</b> Ohio Health Peer Group	Gen. Com.		GPH&W	Total Encounters: 1 Community Benefit: \$348
<b>In-Kind and Cash Contributions</b>	<b>Initiatives</b>	<b>Target Population</b>	<b>Partners</b>	<b>Accountable Service Line</b>	<b>Progress 2016-2018</b>
By December 2018, contributes \$75,000 to United Way of Muskingum, Perry, and Morgan for the Community Impact Coordinator and their efforts for the Community Impact initiatives. <b>Final Outcome:</b> <b>\$37,500/\$75,000</b>	United Way of Muskingum, Perry, and Morgan's Community Impact Program	Pov. Pop., Gen. Com.		GPA	Community Benefit: \$37,500 GENESIS discontinued this support in 2017.

### **Feedback Mechanism**

Please contact [jstones@genesishcs.org](mailto:jstones@genesishcs.org) to request the 2015 CHNA or with feedback on the 2018 CHNA (now posted), 2016-2018 IS, or the “2016-2018 Evaluation of Progress” document.