



**COMMUNITY  
BENEFIT REPORT**

A SPECIAL EDITION OF  
**LiveWell**

**2021**

BASED ON 2020 RESULTS



**Genesis**  
HEALTHCARE SYSTEM

Better Begins Here

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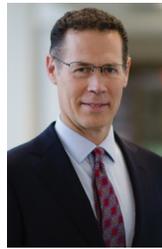
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**On the cover:** Community member  
Jim Grubb is vaccinated by Janelle  
Amich, RPH, Northside Pharmacies.

# Caring for you throughout COVID-19 and beyond



"Caring for You Throughout" is the theme of this special edition of the *Community Benefit Report/LiveWell*. During the worldwide pandemic in 2020, our team of healthcare professionals at Genesis pulled together to care for all the patients who needed us during the most difficult year in our history.

The entire Genesis team demonstrated remarkable dedication, creativity, perseverance and courage in caring for the large number of very sick patients who had COVID-19. At certain points during the worst part of the pandemic, the sheer number and complexity in our hospital stretched our teams to the limits. You have heard the term healthcare heroes? Well, I want you to know that a couple thousand of those heroes worked tirelessly, up to 75 hours a week, right here at Genesis caring for everyone who needed us.

Throughout the COVID-19 crisis, we quickly implemented additional ways to care for you. For example, a free telemedicine clinic was started for patients experiencing COVID-19 symptoms. We expanded our virtual visits as a way for you to receive care from a family physician or specialist through an electronic device from home. We created the only high-capacity COVID-19 testing center in our region, and we started a lifesaving monoclonal therapy program that treated more than 800 of the highest risk patients who had COVID-19. These are just a few of the many ways we pivoted to provide you the best care. Inside this edition, you'll see more of our extensive preparations and how we collaborated with other community organizations to care for you. Look for "The year in review" beginning on page 4.

Preparation for an outbreak of COVID-19 began in early January 2020. The in-depth planning included physicians, experts on infection prevention and staff and administrators concentrating on providing care to patients and our community during COVID-19. From the beginning of COVID-19, we were prepared, proactive and continued to provide high-quality care.

## Providing the community with factual COVID-19 information

Along with continuing to provide care, giving factual health information from our trusted experts about the virus was important to our community. Throughout the pandemic, we provided timely updates to you through messages on TV, radio, podcasts, social media, news conferences with local and state organizations, emails and the Genesis website.

We were selected as one of only 10 sites in Ohio to distribute the first COVID-19 vaccines. In December 2020, our teams began administering COVID-19 vaccines, and more than 15,000 vaccines were given by early March. You can find more information about the Genesis COVID-19 Vaccination Center inside this edition.

## Our caring staff

I am so proud of our staff, your family and friends, who work at Genesis and their selfless dedication. The Genesis staff has been honored to receive continual support from the community, thanking us for the care we provide. Our phenomenal staff enabled us to continue providing compassionate, high-quality care throughout the pandemic.



## Thanks to you

Thank you for your support in 2020. We look forward to continuing to care for you throughout 2021 and beyond.

*Matthew J. Perry* | Matthew J. Perry, President & CEO

# Caring for you throughout

## Supporting our community

### Community need

A Community Health Needs Assessment (CHNA) conducted in 2018 included input from area residents. The data was collected from multiple sources. Genesis collaborated with local agencies who also have an interest in the health and well-being of our communities. The organizations provided input to identify and prioritize the biggest health needs in our six-county service area. You can find the current CHNA and the Community Benefit Implementation strategy on our website at [genesishcs.org](http://genesishcs.org) > Our Impact.

You'll find a multitude of ways we're caring for our community throughout this publication. All six counties in the Genesis service area – Coshocton, Guernsey, Muskingum, Morgan, Noble and Perry, are designated by the federal government as Appalachia. As such, there are cultural factors that influence community members' health and access to healthcare. Genesis addresses these needs by offering free or below-cost care, programs and education.

We also go beyond providing healthcare. We give financial contributions and in-kind donations to support local organizations, such as the United Way of Muskingum, Morgan and Perry Counties, food pantries and many others.

### Surveys identify community health needs

Genesis is a member of a new Southeast Ohio Health Improvement Collaborative. In March through May 2021, the collaborative is conducting a new health needs assessment; 15,000 Southeastern Ohio residents were randomly selected to participate in a survey of adults 19 and older. The survey asks participants to answer questions about general health, risk and preventative health factors and access to healthcare. The results will be used to prioritize needs and to create a new community health improvement plan.

The initiatives that specifically meet IRS requirements are featured in a box in each section of this publication.

Genesis is a not-for-profit hospital that meets IRS regulations regarding community benefits. The IRS defines community benefit as a program, event or class that responds to a demonstrated community need with measurable outcomes.

#### Our Mission

To provide compassionate, quality healthcare

#### Our Vision

Genesis is committed to being a healthcare team whose care exceeds the expectations of our patients and community.

#### Our Values

Compassion • Excellence  
Innovation • Trust

## 2020 Genesis HealthCare System Board of Directors

**Chair:** Pat Nash

**Vice Chair:** James McDonald

**Treasurer:** Tod Klotzbach

**Secretary:** Jim Nicolson

Matt Abbott

JoAnn Butcher

Randy Cochrane

John (Jack) Dittoe

Susan Holdren

Colby Graham

Lori Lowe

Scott McConnaha

Erin Remster, D.O.

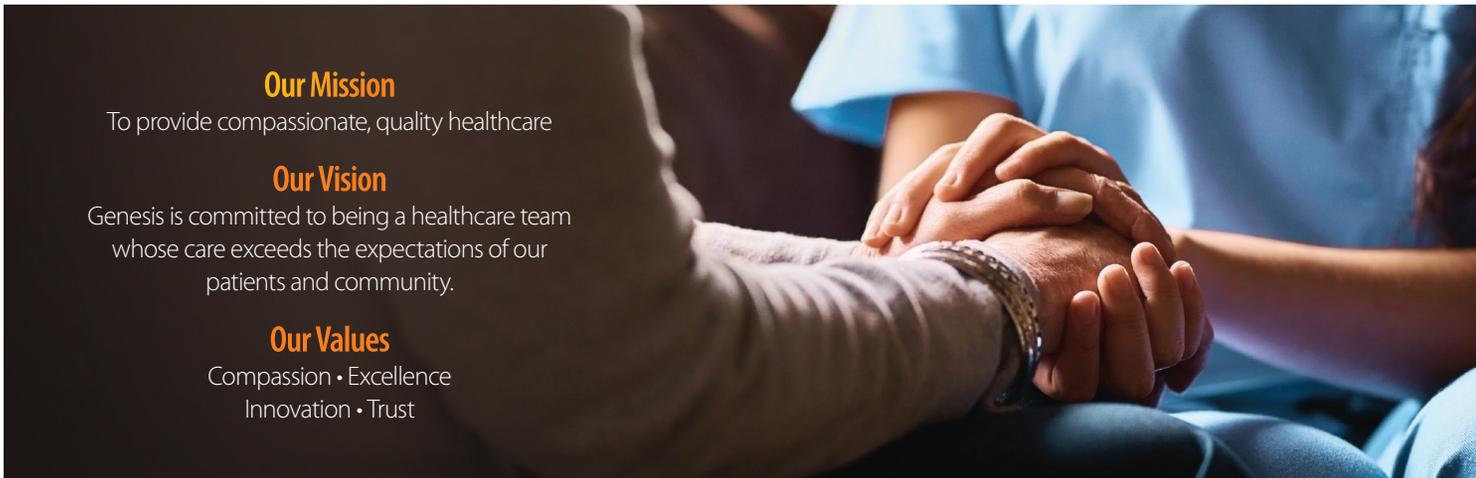
Kristy Ritchie, M.D.

William Shade, M.D.

Jonathan Tongson, M.D.

Shirley VanWye

The senior leadership team is supported by a dedicated Board of Directors, including community members and physicians. These individuals volunteer their time to ensure the organization's mission is fulfilled.



# Caring for you throughout

## Combating COVID-19: The year in review

From the onset, COVID-19 has been a rapidly evolving situation, and our commitment to our patients and community has never wavered. We continue to work with local and state agencies to provide safe care and provide the media with up-to-date information for our community.

Multiple teams of physicians, experts on infection prevention, staff and administrators focus on the many aspects of providing care to patients. At the same time, the teams also support our healthcare providers, so they remain healthy and able to care for those in need.



### January 2020

The Genesis team begins planning for an outbreak of COVID-19.

The World Health Organization issues a Global Health Emergency.

Human-to-human transmission spreads quickly and is found in the United States and five other countries.

The CDC confirms the first U.S. COVID-19 case. The confirmed case is a Washington state resident who returned from Wuhan, China, in mid-January.



### March

The first COVID-19 patient, Dennis Robbins, is admitted to Genesis Hospital and successfully treated. Dennis shares his story in the first Genesis podcast, Sounds of Good Health, at [genesishcs.org](http://genesishcs.org).

COVID-19 is declared a pandemic, and Genesis representatives begin meeting daily with the Joint Unified Command Group. The group includes representatives from the Zanesville-Muskingum County Health Department, the City of Zanesville, Genesis Community Ambulance, Muskingum County Commissioners, Muskingum County Emergency Management, Muskingum County Sheriff, Zanesville Fire Department, Zanesville Police Department and others.

Genesis visitation policy changes to only one visitor per patient to help prevent the spread of COVID-19.

Genesis increases patient safety measures that had previously earned the organization an "A" Safety Grade from the Leapfrog Hospital Safety Grade.

Genesis teams develop plans to access and preserve Personal Protective Equipment (PPE).

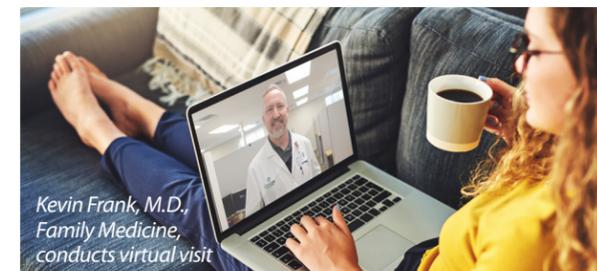


Genesis begins taking temperatures and screening staff, patients and visitors for COVID-19 at all facility entrances. Screening tents are installed at the Genesis Emergency Departments in Zanesville and Somerset and the Genesis HealthPlex to prevent COVID-19 positive patients from spreading the virus at Genesis.

Genesis begins the free On-demand COVID-19 Virtual Screening Telemedicine Clinic. Those experiencing symptoms of COVID-19 are encouraged to call if they don't have a doctor, or their doctor is unavailable.

Nationwide, patients are not seeking treatment because they are afraid of going to the hospital or other healthcare facilities. Through the local news, Matt Perry, Genesis President and CEO and Scott Wegner, M.D., Chief Clinical Officer, Genesis Medical Group, reassure the community that it's safe to seek care at Genesis. We take extra precautions, including additional cleaning protocols, using a germ-zapping UV light robot, social distancing, mask requirements and other practices, to ensure all patients and staff remain safe.

## Combating COVID-19: The year in review » Continued



### April

As another safety precaution and to provide convenient care, Genesis expands virtual visits and puts processes in place quickly, so community members can have an appointment by phone, email or computer.

Videos featuring Genesis employees from various hospital departments let our community know that it's safe to come to the hospital and that "some care shouldn't wait." The videos are featured on WHIZ-TV, social media and the Genesis website.

The community lends their support. Area businesses donate face shields and masks for Genesis.



### July

Genesis FirstCare-North increases space with a modular building, which provides greater access to COVID-19 drive-up testing.

Genesis begins processing antibody tests for the virus that causes COVID-19.



### May

The Genesis COVID-19 Employer Assistance program launches to support area businesses and schools. The program provides free COVID-19 specific employee health services and protocols for the workplace and schools. The program is possible due to a partnership between Genesis HealthCare System, Zanesville-Muskingum County Health Department, the Zanesville-Muskingum County Chamber of Commerce and Northside Pharmacies. More than 31,056 community members are enrolled.



### September

Genesis and other community partners begin mass COVID-19 testing of more than 940 people at congregate living facilities.

Midwest states have a dramatic rise in COVID-19 cases.

Globally, COVID-19 deaths are over 1 million, surpassing the deaths caused by HIV, dysentery, malaria, influenza, cholera, and measles combined in 2020.



### June

Genesis is recognized by the Ohio Department of Health (ODH) as a regional center of care and provided a Bioquell machine to disinfect N95 masks. Genesis disinfects about 16,000 masks for front-line caregivers from Genesis, nursing homes, dental offices, a juvenile detention center and first responders throughout Muskingum and surrounding counties.



### October

The Genesis Lab adds a new system, the ThermoFisher Quant Studio 7, for testing COVID-19 inpatients and outpatients, increasing capacity to 500 tests per day, with more than 38,000 COVID-19 tests processed in 2020.

*Combating COVID-19: The year in review » Continues*

## Combating COVID-19: The year in review » Continued



Lt. Governor's press conference at Genesis Hospital

### November

Lt. Governor Jon Husted holds a press conference in front of Genesis Hospital to discuss the strain the virus was causing hospitals. He asked everyone to wear a mask to help stop the spread of the virus.

The COVID-19 Infusion Clinic treats high-risk patients, within three days of testing positive, with a single dose of monoclonal antibody to help prevent them from being hospitalized. By mid-March 2021, 827 high-risk patients receive the infusion.

Genesis launches an awareness campaign to help stop the spread of COVID-19. The Stop the Spread campaign highlights Genesis front-line nurses encouraging our community to wear masks, social distance and wash their hands.



JoAnn Grubb receives vaccine

### February

Genesis is designated as a Mass Vaccination site, one of 12 in Ohio. The Genesis COVID-19 Vaccination Center opens in the former Elder-Beerman department store at Colony Square Mall. Muskingum County is one of the leading counties in Ohio for distributing vaccines.



Front-line workers receive vaccines

### December

Genesis is named as one of 10 sites across the state as a COVID-19 vaccine distributor. As directed by the Ohio Department of Health, Genesis' front-line healthcare workers and first responders receive their first vaccines.

A convenient drive-through tent is erected at Genesis FirstCare-North to protect patients and employees from the weather during COVID-19 testing.

The community continues to rally around Genesis and support the front-line workers with homemade signs, well-wishes over social media and more.



### January 2021

Genesis begins vaccinating community members according to the state's instructions.

Genesis begins scheduling COVID-19 vaccine appointments for those age 65 and older and people of all ages with more than one disease or condition that puts them at higher risk if they contract the virus.

74,000 COVID-19 screening tests processed through the Genesis Lab as of February 2021.

Genesis gave 678 vaccines per day on average, with a single-day record of 892. The numbers include vaccines given to Genesis employees, staff at local schools, the public and through Northside Pharmacies.

### Rob's story

#### COVID-19 Infusion Clinic helps high-risk patients

Throughout the pandemic, Genesis continued to offer innovative care. We are one of the few healthcare systems in the area providing monoclonal antibodies to help high-risk patients with COVID-19. In November, the Genesis COVID-19 Infusion Clinic began treating high-risk patients within three days of testing positive with a single dose of monoclonal antibody. The antibodies are given through an infusion to help decrease the symptoms of COVID-19 and keep patients from being hospitalized.

Family physicians make a referral to the Genesis COVID-19 Clinic for eligible patients like Rob Ogg. Rob qualified for the treatment because he has asthma. Within a couple days after testing positive for COVID-19, Rob received a phone call from the infusion clinic to schedule the treatment. "I was glad to get the call. I received the infusion that took about an hour, and everything went great. By the next day my aches, pains and fever were pretty much gone," said Rob. "My family physician said we are lucky to have the infusion clinic here because it is not available everywhere."

# Caring for you throughout

## \$40.8 million benefit to our community

Genesis is a not-for-profit healthcare system dedicated to meeting the health-related needs of our community members, regardless of their ability to pay.

We pledge every dollar to develop new services, make existing services better, incorporate new technology, invest in our people and provide financial and professional support through education and wellness programs that respond to the community's health needs. Genesis' quantifiable benefit to the community in 2020 was **\$40.8 million**, which was 10% of our total operating expenses.



**\$1.1 million**  
CHARITY CARE



**\$36.7 million**  
UNPAID COST OF  
MEDICARE & MEDICAID



**\$3 million**  
COMMUNITY  
BENEFIT SERVICES

### Charity care – free or discounted care

Free or discounted care was provided to patients who did not have insurance or whose insurance left them with an out-of-pocket balance after payment was made. This amount is based on costs. Bad debt is not included.

### Unpaid cost from Medicare and Medicaid

Genesis received payments for services provided to patients covered by Medicare and Medicaid, but the payments did not always cover the cost of the services. Costs are defined as the difference between program net patient revenues and cost of providing the services.

### Community benefit services

More than 98,274 people benefited from free screenings, educational programs and in-kind donations.

### By the numbers

- 98,274 encountered a Genesis community benefit initiative
- 30,970 calls made to the Genesis NurseLine
- 24,370 sought health information from the online Genesis health library at [genesishcs.org](https://genesishcs.org)
- 14,378 requested information on Classes & Events offered by Genesis
- 11,505 viewed infographics on the Genesis website
- 387 rides coordinated for patients to visit a provider at no cost

Here are other ways our community members benefited in 2020:

- \$59,117 donated to the United Way of Muskingum, Morgan and Perry Counties
- 104 units received from four blood drives for the American Red Cross
- \$1,789 donated to six food pantries
- 74,000 COVID-19 screening tests processed through the Genesis Lab as of February 2021
- \$3.4 million paid in Ohio payroll taxes
- \$2.4 million paid in local payroll taxes
- \$74,000 paid in school taxes
- 8,200 viewed Celebrate Life video
- 5,601 viewed Facebook Live Spirit of Women events
- 158 attended the only in-person Spirit of Women event held in 2020
- 981,520 visited the Genesis website in 2020, up from 776,141 in 2019
- 18,765 followed the Genesis Facebook page in 2020, up from 16,817 in 2019
- 9 podcasts completed



Dan Jewell lowers his A1C after taking the Diabetes Self-Management Education classes.

## Caring for you throughout Managing diabetes to help prevent heart disease

### Community need

Eating healthy can help prevent the likelihood of developing heart disease and diabetes. In our area, 16.5% of the population has diabetes compared to the statewide average of 9.4%. Genesis offers free and reduced-cost education and programs to help our community members reduce the risk of developing chronic conditions.

### Dan's Story

Dan Jewell had battled diabetes for years. He knew he needed to do something to get his A1C under control when it hit 10.7. The A1C measures the average level of blood sugar over the past two to three months and should be around 6. After an appointment with M. Tufail Ijaz, M.D., the fellowship-trained endocrinologist suggested Dan take the Diabetes Self-Management Education (DSME) classes. Dan felt comfortable signing up for the education because COVID-19 protocols were followed with everyone wearing masks, social distancing and washing hands frequently.

As a result, Dan learned to eat the right foods at the right time. "I was only eating two meals a day before taking the classes, and I couldn't figure out why my A1C wasn't dropping," Dan said. He found out that not eating caused his blood sugar to increase.

Dan began eating three meals a day with two snacks to keep his blood sugar under control. He also quit drinking sugar-filled drinks. "I drank a pop every day for years," Dan said.

Within a few months, Dan's A1C dropped from 10.7 to 7.7. If Dan hadn't enrolled in the classes, he believes he could develop problems with his eyesight, kidneys or other health issues as a result of diabetes. "It was a wake-up call to get help controlling my diabetes," Dan said.

Dan was thankful the classes were available during the pandemic to help him learn to eat healthier. Genesis Diabetes & Nutrition Education offers the program and is the only healthcare provider in the area recognized by the American Diabetes Association for the self-management classes. The cost of the classes is based on the patient's ability to pay. For more information, call 740-454-4568.

## Managing diabetes to help prevent heart disease » Continued



Genesis Heart & Vascular Rehab staff

### Medically supervised exercise program

Genesis offers the only medically supervised exercise program in the area. The Genesis Risk Intervention program (GRIP) is available at the Heart & Vascular Rehab Gym inside Genesis Hospital for those who have diabetes as well as for those who want to lose weight, lower blood pressure or improve fitness. For cost and registration information, call 740-454-4336.



### Free health information

The Genesis website includes educational videos, podcasts, as well as recipes, weight-loss tips, a new health and wellness section and lots more. Go to [geneshcs.org](https://www.geneshcs.org).



### By the numbers

- 540 enrolled in GRIP to help manage diabetes
- 1,356 participated in a regular GRIP exercise/education program
- 4,577 viewed Muskingum Moves health promotion Facebook page

## Helping limit chronic lung conditions

### Community need

Chronic lung conditions in our area include black lung and respiratory disease such as chronic obstructive pulmonary disease (COPD). COPD obstructs airways, and in our region 15.9% of our residents have COPD compared to 11.2% statewide. Genesis offers outreach programs to help improve the lives of those with chronic lung conditions.

### By the numbers

- 65 screened for pulse oxygen
- 327 assisted with black lung applications
- 1,444 participated in health fairs
- 12 attended the Better Breathing Club

## Preventing accidents and injuries

### Community need

Accidents and unintentional injuries, including falls, are the main reasons community members come to the Genesis Emergency Departments. We're helping to reduce injuries and accidents by providing prevention programs for a wide range of ages in our community.

### By the numbers

- 633 received free sports physicals
- 99 participated in Stop the Bleed classes
- 28 participated in Matter of Balance classes
- 158 attended Parkinson's disease exercise classes
- 50 attended Senior Lifestyle and Injury Prevention program
- 661 attended health fairs
- 132 professionals attended education initiatives on trauma topics

# Caring for you throughout

## Training tomorrow's healthcare providers

In 2020, Genesis continued providing clinical instruction to nursing students enrolled in area colleges. Offering this expert training close by helps students save time and transportation costs.

Nursing students from Muskingum University, Ohio University Zanesville, Mount Vernon Nazarene University, Central Ohio Technical College and Mid-East Career and Technology Centers completed their clinicals at Genesis in 2020. These students received invaluable supervised experience.

Genesis also provided internships in other business or healthcare-related fields for eight interns from Muskingum University, Ohio University and Ohio University Zanesville, Zane State College and Central Ohio Technical College. Genesis facilitated real-world experiences to help prepare these students for employment opportunities after graduation.

We also offer preceptors to provide clinical education and training for students. The preceptors supervise students one-on-one in caring for real patients. In 2020, Genesis provided preceptor hours to students from Muskingum University and Ohio University Zanesville.



Genesis provides observation hours for students in a clinical program as well as high school students interested in pursuing a career in the medical field. Students spent time observing areas of their interest including imaging, occupational and physical therapy for inpatients and outpatients, physicians, behavioral health and nursing units.

### By the numbers

- 12,349 hours of clinical instruction for 752 nursing students
- 6,520 preceptor hours for 59 students
- 1,738 hours of clinical instruction for 7 students studying physical therapy
- 748 hours of real-world experience for students
- 96 students observing



# Serving women, infants and children

## Community need

Caring for our community members begins before birth. From pregnancy to childbirth, Genesis Women's Services participates in health education, health promotion and community collaborations and groups focusing on mothers, children and infants.



## YoMingo® pregnancy app

Genesis Women's Service devised a way for women in our community to instantly gain access to health information when in-person childbirth classes and education were postponed for several months.

Genesis offers YoMingo, a program that provides convenient access to information, tools and support for every stage of pregnancy and beyond. The program contains educational content and videos about pregnancy, labor and birth, postpartum, breastfeeding and newborn care; contraction timer, kick counter and feeding and diaper log; personal journal and other tools.

To register for the program, visit [genesishcs.org/yomingo](https://genesishcs.org/yomingo). If you'd like more information, contact Genesis Women's Services at 740-454-4536.



## Donations help others

Genesis began partnering with Lifeline of Ohio for placenta donations in 2019. In 2020, 57 placenta donors were patients from Genesis HealthCare System, the highest number of donors from a healthcare system in Lifeline of Ohio's service area that includes 38 Ohio and two West Virginia counties.

The donations have the potential to heal more than 2,800 individuals. Amniotic membrane grafts are used primarily for wound care and surgical applications to promote natural healing and reduce pain, inflammation and scarring.

## By the numbers

- 31 women used the YoMingo app
- 29 attended Baby Basics
- 330 attended Breastfeeding Support for Success
- 29 participated in Prenatal Breastfeeding
- 37 utilized Childbirth Preparation
- 24 enrolled in Sibling courses



Shawn Vollmer receives life-saving care at the Genesis Perry County Medical Center Emergency Department.

## Caring for you throughout Increasing access to care

### Community need

In five of the six counties Genesis serves, there is a physician shortage compared to the rest of the state. As a result, Genesis has developed creative ways to provide care to our community members.

### Shawn's Story

Shawn Vollmer didn't know what was happening to him when he was experiencing chest pains during COVID-19, but the expert physicians at the Genesis Perry County Medical Center Emergency Department (GPCMCED) did.

"Within minutes after arriving, the doctors knew exactly what was going on and said I was having a STEMI," Shawn said. A STEMI is a life-threatening heart attack. "I immediately went from the Emergency Department in Somerset to the Genesis Hospital operating room."

The New Straitsville, Ohio, resident underwent a procedure within minutes that opens blocked arteries supplying blood to the heart. Shawn might not have survived had he not had access to the expert physicians and staff at the GPCMCED. His initial treatment was started at the Emergency Department in Somerset before being transported to the experienced heart team at Genesis Hospital. "I was able to get care even though I don't have health insurance, and I have nothing but good things to say about doctors and nurses at Genesis."

For more information about the GPCMCED, go to [genesishscs.org/perrycounty](https://genesishscs.org/perrycounty).

### Telehealth visits

Video visits enable the community to connect with a family doctor or specialist through MyChart from home, work or anywhere with internet access. From a computer, tablet or mobile device, download the MyChart app or go to [MyChart.genesishcs.org](https://MyChart.genesishcs.org). MyChart logins totaled 1.4 million in 2020, compared to 847,987 logins in 2019.

### OneCall

Genesis OneCall is offered to help anyone find a convenient primary care physician. The OneCall number is 740-455-7500 and is available Monday through Friday from 7 a.m. to 5 p.m.

### Increasing access to care » Continued



### Genesis Outpatient Rehab Center relocates

Genesis Outpatient Rehab opened in October in a new space located at 3297 Maple Ave., Zanesville. The new facility provides additional space and a convenient location for physical, occupational and speech therapies. For more information, call 740-455-5151.

### Genesis FirstCare-New Lexington

Genesis FirstCare opened in New Lexington for those who need immediate care to treat illnesses and injuries that are not life threatening.

### New heart procedures

Genesis started performing more revolutionary heart procedures to help our community members obtain quality care close to home. The WATCHMAN™ procedure is for patients with atrial fibrillation and reduces stroke risk, and can eliminate blood thinners. MitraClip™ is for patients with degenerative mitral regurgitation and helps a heart valve close correctly and restore normal blood flow. The TransCarotid Artery Revascularization procedure treats carotid artery disease and reduces the risk of stroke and chances of complications.

### NurseLine 24/7

The Genesis NurseLine is a free phone service available 24/7 to answer general health questions. Registered nurses are specially trained to assess the caller's situation. The NurseLine number is 740-455-4949 or 800-948-4949.

## New Physicians in 2020



Jed Bell, D.O.  
Physical Medicine  
and Rehab



Hung S. Le, D.P.M.  
Podiatry



Matthew Craig, M.D.  
Orthopedic Surgery-Sports Medicine



Bharat Marwaha, M.D.  
General Cardiology



Nouman Farooq, M.D.  
Infectious Disease



Megan Miller, D.O.  
Family Medicine



Anastasia Gevas, D.O.  
Internal Medicine



Mark W. Scott, D.P.M.  
Podiatry



Benjamin Gilliotte, M.D.  
Physical Medicine  
and Rehab



Errol Singh, M.D.  
Urology



Vamsi Koduri, M.D.  
Oncology and Hematology



Peter Unkovic, D.O.  
Invasive Cardiology



Matthew Langford, M.D.  
Orthopedic Hand Surgery



Devin Wheeler, D.O.  
Family Medicine

# Caring for you throughout

## Helping curb cancer

### Community need

*Reaching out to our community to help prevent cancer continued throughout 2020. Cancer prevention is a high priority due to our region having higher cancer rates for breast, lung and colon, compared to the Ohio average.*

### Free mammograms

Genesis Cancer Services partnered with Coconis Furniture in Zanesville to offer free mammograms. Coupons enabled those without insurance or who were underinsured to receive life-saving screenings. "Even though the community was dealing with COVID-19, we were still able to complete 64 mammograms, which was comparable to 2019," said Pebbles Thornton, OCN, Director, Cancer, Palliative Medicine and Hospice Services. For information on mammogram screenings, contact the Genesis Breast Care Center at 740-454-5221.



Celebrate Life video

### Celebrate Life

Genesis Cancer Services provided a virtual event for Celebrate Life when the in-person celebration was canceled due to COVID-19. The free Facebook event featured Genesis Cancer Services staff honoring and celebrating cancer survivors during National Cancer Survivors Day™, an annual worldwide celebration of life held on the first Sunday in June.

# Caring for our community

### Free workshops on building resilience

Genesis Behavioral Health, along with Allwell Behavioral Health Services, offered free workshops for anyone in the community to help deal with the wide range of emotions as a result of COVID-19. Stress and anxiety can cause muscle tension, headaches, difficulty sleeping, restlessness, inability to relax, digestive issues and heart palpitations.

The workshops were designed to recognize and understand emotional responses; identify how thinking patterns contribute to increased stress and anxiety; and develop a personalized plan for improving resilience.

### Genesis Spiritual Care serves throughout

Genesis Spiritual Care works collaboratively with local clergy to promote holistic health to patients, families, employees and the community. In 2020, Spiritual Care began emailing daily inspirations and words of encouragement to almost 3,800 Genesis employees.

### Serving those with special needs

Genesis works with community entities to employ people with special needs in the Garden Café and other areas throughout the hospital. The individuals have a job coach on-site.

### Determining social needs

In 2020, Genesis collaborated with community organizations to survey patients at primary care and specialty care physician offices about social needs. Over 30,000 patients were screened, and the top social needs were food insecurity, transportation and housing/utilities. The organizations are working on initiatives to address these social needs.

### Caring beyond the walls of Genesis

Genesis Public Safety Officers Paul Ward and Devin Skinner were notified of a failed court appearance for an area man who was cited on the Genesis campus. The Genesis officers arrived at the man's home at the same time as a member of the man's family, who said he had not heard from him in two weeks. The Genesis officers called the Zanesville Police Department, emergency medical service and the fire department to help them get into the home. The man was found in his bathtub, where he had been for several days. He was taken to the Genesis Emergency Department for care and recovered.

# Accomplishing more for you

Genesis is at the forefront in using emerging technology to provide our community members the best possible outcomes, and we continue to earn national accreditation in care and safety initiatives.



Genesis IT staff

## Information Technology

Genesis' IT was named 100 Best Places to Work in Information Technology by *IDG Insider Pro* and *Computerworld*.

## Nationally recognized for stroke care

We received the American Heart Association/American Stroke Association's (AHA/ASA) Get With The Guidelines®-Stroke Gold Plus with Honor Roll and the Type 2 Diabetes Honor Roll Awards. These awards recognize our commitment to providing the most appropriate stroke treatment according to nationally recognized research guidelines based on the latest scientific evidence. This was the sixth consecutive year Genesis received the Stroke Gold Plus with Honor Roll Award.



## Nationally recognized resuscitation care

Genesis received the American Heart Association (AHA) Get With The Guidelines®-Resuscitation Gold Plus Award for consistently implementing the most up-to-date research-based treatment guidelines outlined by the AHA for patients who suffer cardiac arrests in the hospital.



Kristy Tigner  
accepts accreditation

## Education Services

Genesis HealthCare System was awarded accreditation with commendation by the Ohio State Medical Association. This distinction means our accreditation term is six years instead of the standard four-year term.



## Most Wired

Genesis HealthCare System was named one of the Most Wired® in 2020 by the College of Healthcare Information Management Executives (CHIME). We are in the top 10% of all hospitals in the country utilizing integrated informational technology.



## "A" Safety Grade

We received an "A" Grade in Spring 2020 for being among the safest hospitals in the U.S. from one of the leading hospital safety rating organizations, The LeapFrog Group.



The *Genesis Community Benefit Report* is an annual publication of Genesis HealthCare System and a special edition of *LiveWell*.

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You can also find *LiveWell* online at [genesishcs.org](http://genesishcs.org).

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