

LiveWell

A SPECIAL EDITION

BE PREPARED FOR ANYTHING

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CELEBRATING ONE YEAR OF EXCEPTIONAL HEALTHCARE IN COSHOCTON

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PROSTATE CANCER SCREENING CAN SAVE YOUR LIFE

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MISSION MOMENTS

Saving a life when seconds count, taking the extra time to comfort a patient and family in unique ways and organizing a bedside birthday party.

We call them mission moments, and they happen at Genesis every day. These are the special times when our team members make our values of Compassion, Excellence, Integrity, Team and Innovation come alive for our patients. They are living our mission and are responsible for the extra things that make a big difference for those we care for and their families.

As a testament to their character, their goodwill also extends beyond our walls when they change out of their uniforms. You can routinely find our 4,000-plus Genesis team members out in our neighborhoods, building houses for the less fortunate, coaching and serving meals to the hungry and so much more. They are creating mission moments in our community alongside each of you who gives your time, money and energy to help others.

It is this mindset that makes our community special. And please accept my thanks for all you do for your neighbors, friends and our team.

Our growing team

This issue will introduce you to David Wu, D.O., our new Palliative Medicine Specialist. He has already become a great addition and is helping those in need.

A rare diagnosis

On the following pages, you can read about Jason Richardson, who, at only 39 years old, suffered a rare, ruptured esophagus. Thanks to a quick diagnosis and treatment, he is at home enjoying life with his family.

Community Benefit Report

When I think about Genesis, I am proudest of the people who care for our patients and families. As I mentioned in the opening, they tirelessly give to help others, both through their profession and outside of work. I am also grateful for how our non-profit health system constantly gives back locally. Our annual *Community Benefit Report*, within this issue of *LiveWell*, highlights some of the programs and efforts we make to ensure everyone in our community receives the exceptional healthcare they need.

In good health,


 Matthew J. Perry
 President & CEO

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Community Benefit Report

This special issue of *LiveWell* includes our *Community Benefit Report*. The report recaps our investment in community health in 2023 as part of living our mission and upholding our non-profit status.

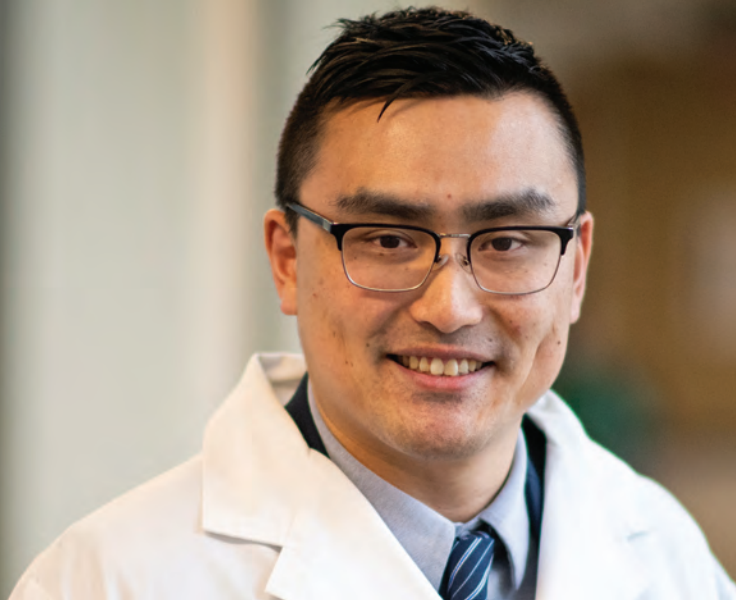
Our Mission

We serve our community by helping each person achieve optimal health and well-being by providing compassionate, exceptional and affordable healthcare services.



Communicating for good health

Communication is vital to good health. Therefore, Genesis HealthCare System provides multiple resources to communicate with individuals with varied language needs.



SPOTLIGHT ON DAVID WU, D.O.

Palliative Medicine

David Wu, D.O., recently joined Genesis Palliative Care Specialists, specializing in hospice and palliative medicine.

Dr. Wu's background in science and desire to serve his community spurred his interest in medicine, particularly in palliative care. His philosophy is to treat patients from a personalized holistic perspective.

"I was drawn to palliative care," Dr. Wu said, "because I find guiding patients and families through some of the most difficult moments of their lives fulfilling, and I liked the possibility of exploring ways to treat symptoms."

Dr. Wu was looking for a community hospital system that is quick to change and respond to the needs of its patients and providers. Genesis turned out to be the perfect fit.

"It's essential that the medical and emotional health of patients in palliative care is closely monitored and treated," Du Wu said. "Things can change quickly. It is very satisfying to see that a quick response or explanation provides a great deal of comfort to patients and their families."

Outside of work, Dr. Wu enjoys Brazilian jujitsu, travel and cooking. He has one cat named Nelly.

Dr. Wu's office is in Genesis Medical Arts Building III at 1330 Ashland Ave., Zanesville. He is seeing patients in Genesis Hospital, at the Coshocton Genesis Medical Group office and in patients' homes. His phone number is 740-455-4925. He is accepting new patients.

Doctor of Medicine:

Midwestern University/Chicago College of Osteopathic Medicine
Downers Grove, Illinois

Internal Medicine Residency:

University of Connecticut
Farmington, Connecticut

Hospice and Palliative Medicine Fellowship:

OhioHealth
Columbus, Ohio

Professional Memberships:

American Academy of Hospice and Palliative Medicine, American College of Physicians and the American College of Osteopathic Internal Medicine



SCREENINGS

PROSTATE CANCER SCREENING CAN SAVE YOUR LIFE

According to the American Cancer Society:

- About 1 in 8 men will be diagnosed with prostate cancer during their lifetime.
- Prostate cancer is more likely to develop in older men, with the average age of 67 when first diagnosed.
- Prostate cancer is the second-leading cause of cancer death in American men, behind lung cancer.
- About 1 in 43 men will die of prostate cancer.

Early detection matters:

- 99% – 5-year survival rate if cancer is detected early before it spreads or only spreads to nearby structures or lymph nodes.
- 32% – 5-year survival rate if the cancer has spread to other parts of the body such as the lungs, liver or bones.

Your screening options:

- Prostate-specific antigen (PSA) blood test
- Digital rectal exam (DRE)
- No single screening is absolute. A diagnosis is usually dependent on several factors, and other tests like a prostate biopsy or an MRI may be needed.

Discuss your options with your Primary Care Physician. You may also be referred to a Urologist for testing, diagnosis and a plan of treatment if you are diagnosed with prostate cancer.

For more information, visit genesishcs.org/screenings.





Jason Richardson is back to enjoying life after a ruptured esophagus.

BE PREPARED FOR ANYTHING

Jason Richardson celebrated Father's Day with his girlfriend, Amanda, his daughters and his family. They spent the day riding dirt bikes and cooking out. It was a great day.

After they returned home, as Jason was unloading the bikes from his truck, he began to feel feverish, and extremely thirsty. After guzzling a glass of water, his nausea became worse. He rushed to the bathroom and began to vomit. He experienced a sudden onset of severe abdominal pain as his nausea and sweating worsened. He asked Amanda to call 911, and he was rushed to the Genesis Hospital Emergency Department. This call saved his life.

A surgeon identifies a rare and dangerous situation

Edmund Kassis, M.D., Fellowship-trained and Board-certified Thoracic Surgeon and Medical Director of Thoracic Surgery at the Genesis Heart & Vascular Institute, was notified of Jason early Monday morning. After examining him and reviewing the CT scan, he quickly diagnosed Jason as having a rupture of the esophagus. The operating room was notified, and Jason was taken to the operating room to repair his life-threatening condition.

Dr. Kassis drained the fluid and undigested food that escaped from the esophagus and then repaired the ruptured esophagus.

"Jason suffered from Boerhaave syndrome," said Dr. Kassis. "It is a rare problem where the esophagus tears. This happens most commonly after severe vomiting. It is a life-threatening condition, and delays in surgical treatment can be fatal."

After the surgery, Jason faced a long journey to recovery. He remained in the hospital for most of the summer to make sure the infection was controlled, and he was given nutritional support and time to allow his esophagus to heal.

"I can't thank Dr. Kassis and his team enough. They saved my life."

— Jason Richardson

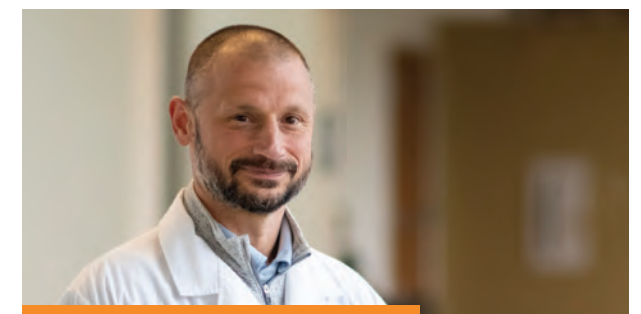
"It was hard to be in the hospital and away from my daughters," said Jason. "I'm grateful for my family and friends for visiting and helping to care for my girls. I also appreciate Amanda, my girlfriend, for being by my side more than anyone could have expected."

Back to life

After healing, Jason left the hospital and returned to work as a heavy equipment operator. He also learned his grandfather had suffered from the same thing many years before.

"I can't thank Dr. Kassis and his team enough," said Jason. "They saved my life. They did a wonderful job."

"It feels good to return to life," Jason said. "It sounds cliché, but once the little things are taken from you, you realize how much you missed them. Getting to be a dad. Going to work. I've also proposed to Amanda, and thankfully, she said yes. I am excited to start our lives together."



Edmund Kassis, M.D.

Fellowship-trained and Board-certified Thoracic Surgeon and Medical Director of Thoracic Surgery at the Genesis Heart & Vascular Institute

CELEBRATING ONE YEAR

of exceptional healthcare in Coshocton

Numbers tell the story of an amazing first year for the Genesis Coshocton Medical Center (GCMC) team providing high-quality healthcare to the residents of Coshocton and surrounding counties. The first-year numbers are from March 20, 2023 through March 20, 2024.

Patients:



15,835

Patients seen in the Emergency Department (ED)



6,848

Patients visited the Laboratory



20,421

Patients had imaging tests performed



1,186

Patients had procedures in Outpatient Surgery



320

Patients monitored in the Overnight Observation Unit



3,067

Patients seen in Heart & Vascular Diagnostics



7,565

Patients received Physical or Occupational Therapy



943

Patients received Respiratory Services



28,769

Patients saw Genesis providers in Coshocton County

Time:



13

Minutes for the average wait time for patients to be seen by a physician in the ED upon arrival compared to the national average of 145 minutes



115

Minutes for the average length of time patients were in the ED before discharge

Other:



18,576

Starbucks beverages sold to happy customers



56,185

Total number of times patients have received exceptional care at the GCMC

High patient satisfaction

- **Award of Distinction for Excellent Performance from PRC, a national, independent survey company**
Emergency Department
 - Scored at or above the 100th percentile compared to Professional Research Consultants' (PRC) national client database
- **5-Star Awards from PRC**
Overnight Observation Unit, Surgery, Imaging
 - Scored in the top 10% of PRC's national client database
- **High PRC scores for all departments at GCMC in addition to those above:**
Therapies, Laboratory, Cardiac Diagnostics and Respiratory Therapy

2024 ISSUE

COMMUNITY BENEFIT REPORT

BASED ON 2023 RESULTS

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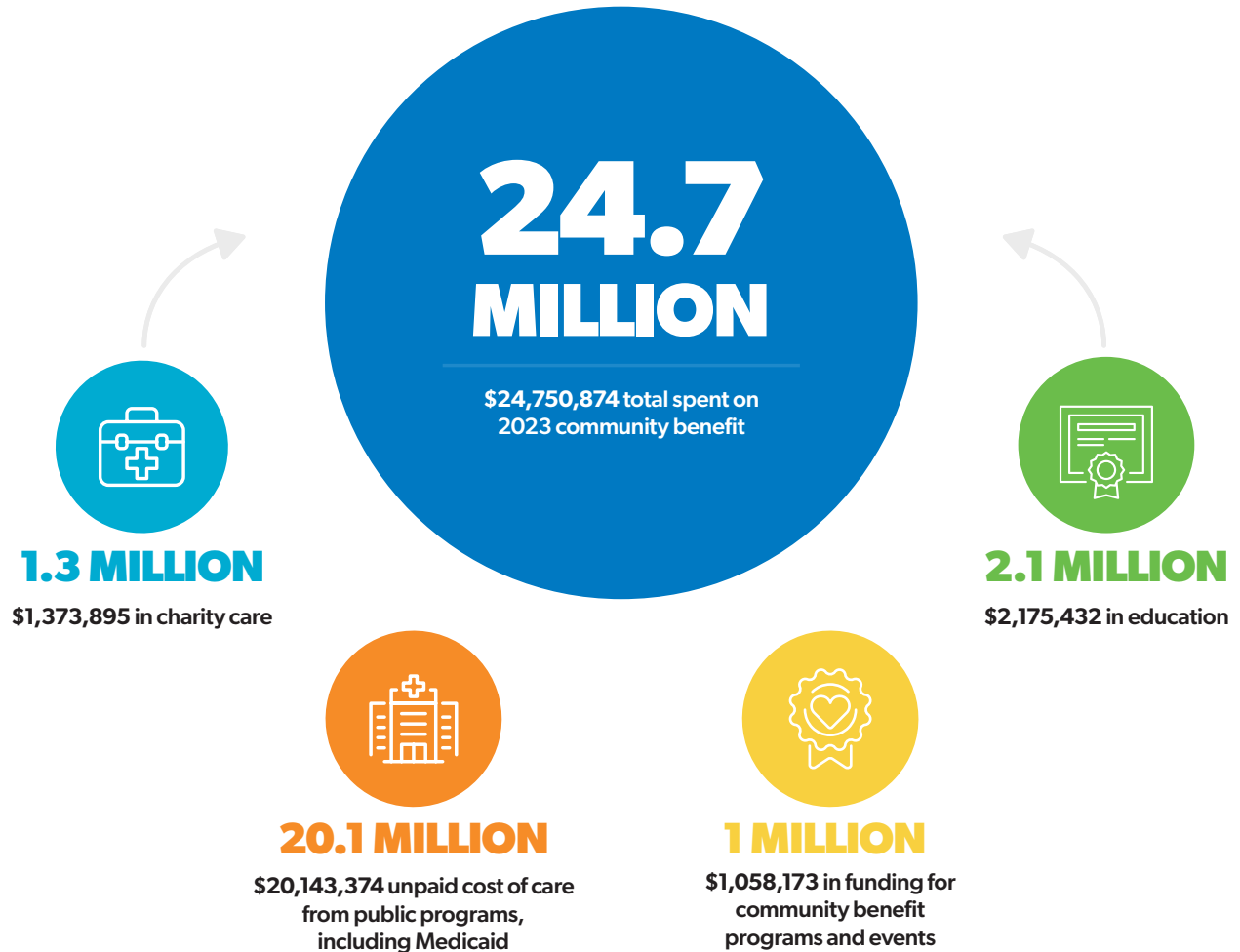


Genesis
HEALTHCARE SYSTEM

Better Begins Here



MAKING A DIFFERENCE IN OUR COMMUNITY: 2023 RECAP



Genesis is devoted to caring for you and your loved ones, even if you cannot cover the cost of treatment. We pledge a portion of our earnings to cover the cost of care if you qualify for free or discounted care and if your insurance does not cover the total cost of your medical bill.



308,196

Community interactions from our community benefit programs



WOMEN'S AND CHILDREN'S SERVICES

900+

Educational encounters for new families, including the following:

- Baby Basics Class
- Childbirth Prep Class
- Breastfeeding Support Class
- Prenatal Breastfeeding Support Class
- Lactation Counseling
- Safe Sitter, Babysitting Class
- Sibling Class

300+

Downloads of the free Yomingo new parents education app with birth education courses.

283

Lactation consultation calls to give information to and support new mothers.

38

Families who lost infants to miscarriage, ectopic pregnancy, stillborn and newborn deaths took part in our Walk to Remember event.

MEETING OUR COMMUNITY'S TOP HEALTH NEEDS

Every three years, Genesis HealthCare System, local health departments and community partners conduct a community-wide health survey to determine the top health needs in our region. In 2023, our six priority health needs were: heart health, mental health, cancer prevention, diabetes and nutrition, stroke support and social drivers of health.

Once our community's top health needs are identified, Genesis creates programs and sets goals to help keep our community healthy in these areas.

Stroke support and prevention programs



Our stroke support group

returned with quarterly meetings to offer support to stroke survivors and their caregivers.



Life After Stroke podcast

Bryan Bjornstad, M.D., discusses how to identify, prevent and treat strokes in this *Sounds of Good Health* podcast.

Cancer prevention programs



71

SMOKING CESSATION
COUNSELING ATTENDEES



100+

SELF-BREAST EXAMINATION
PARTICIPANTS AT FIRST FRIDAY
ART WALK

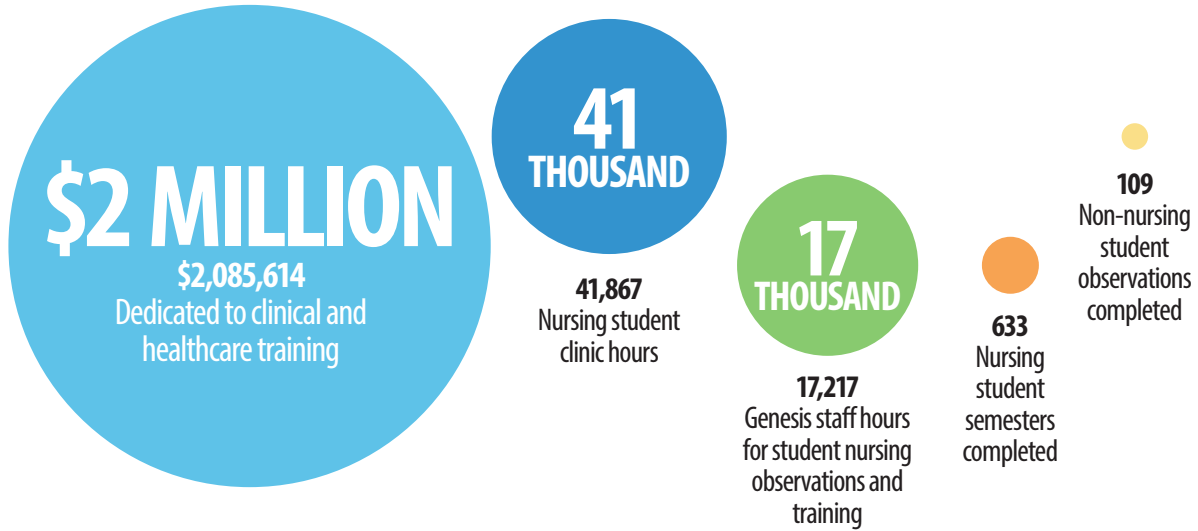


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FREE MAMMOGRAMS
PROVIDED TO ELIGIBLE
COMMUNITY MEMBERS

YOUR FUTURE CAREGIVERS

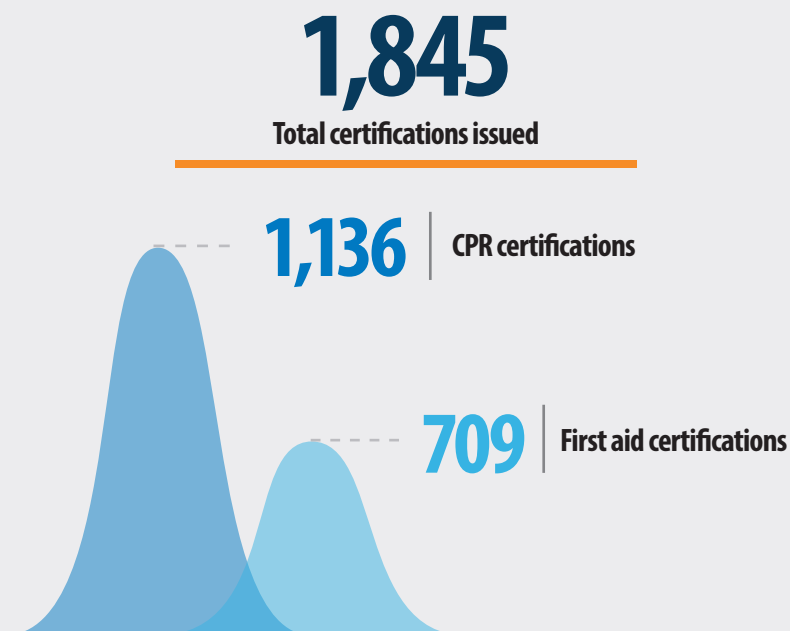
In addition to taking care of you today, we know how important it is to prepare the next generation of caregivers to take care of your children and grandchildren. Therefore, we work with several local schools and programs to provide clinical education. Genesis nursing staff also provide one-on-one time to students.



Healthcare education specialties beyond Nursing include Care Management, Chaplaincy, Information Technology, Paramedicine, Pharmacy, Phlebotomy, Physical Therapy, Public Health, Occupational Therapy, Radiology, Sonography, Speech Therapy and Surgery.

LIFESAVING CERTIFICATIONS

Genesis Educational Services monitor community CPR and first aid classes and provide certification cards through a partnership with Zane State College.





GENESIS 24-HOUR NURSELINE

Registered nurses with emergency medical experience respond to any community member with immediate health questions or concerns. Most callers use the NurseLine to help make informed decisions about the health of a family member after regular office hours.

21,768

Calls received

HEART HEALTH PROGRAMS



2,169

Genesis Risk Intervention Program (GRIP) total class attendees



Life After a Heart Attack podcast

Duane Pool, M.D., discusses diet and lifestyle changes one should make when recovering from a heart attack.



Buddy System blog

Exercising with a friend can keep you safe and motivated. Learn more by reading this blog.

**GRIP stands for Genesis Risk Intervention Program, a medically supervised program for individuals who want or need to improve their lifestyle. Patients are evaluated by a team of dietitians, pharmacists, exercise physiologists and behavioral counselors. Patients receive educational counseling on cardiac disorders, exercise, anxiety, stress, depression and nutrition.*

PHYSICIANS WELCOMED TO GENESIS HEALTHCARE SYSTEM IN 2023



Eric Antonucci, M.D.
Ear, Nose and Throat



Josiah Bote, M.D.
General Cardiology



Emily Flagler, M.D.
Obstetrics & Gynecology



Steven Fulop, M.D.
Neurosurgery



Kelli Gevas, M.D.
Gynecology, Women's Health
and Obesity Medicine



Edmund Kassis, M.D.
Thoracic Surgery



Anh-Dao Lee, M.D.
Family Medicine



Audrey Onuzo, M.D.
Internal Medicine



Jennifer Pennock, M.D.
Endocrinology



Matthew Phillips, M.D., FACS
General Surgery



Walter Randolph, M.D., MS
Gynecology & Women's Health



Paul Rutkowski, M.D.
Orthopedic Hand Surgery



Adam Thomas, M.D.
Pre-Admission Testing –
Internal Medicine



David Wu, D.O.
Palliative Medicine



SHARING HEALTH INFORMATION

In addition to caring for you when you are hurt or sick, we want to do everything we can to keep you healthy. Therefore, we share health information in blogs, articles, podcasts, infographics, videos and our quarterly magazine, *LiveWell*. Find tips on genesishcs.org and our Facebook page.



111,761

TOTAL DIGITAL VIEWS FOR OUR HEALTH INFORMATION

97,555

BLOG VIEWS

11,984

LIVEWELL DIGITAL VIEWS

800

HEALTH LIBRARY PAGE VIEWS

1,422

WEBSITE ARTICLE VIEWS

WELLNESS IN ALL AREAS OF LIFE

Genesis took the following actions to address a wide range of factors that impact our community's health.

76,960

Surveys completed

To help identify social health needs in our community. Results revealed needs around healthy food, access to transportation, safe housing, financial and utility needs, exercise regimen, stress levels, social support, mental health and substance use.

\$32,850

Free rides home support

Provided by the Genesis Community Ambulance Service shuttle program for patients. The program supports community members who otherwise would not have transportation home after recovering from medical care.

\$19,757

Transportation support

Provided by our Patient Experience team to help community members who need transportation to and from medical appointments.

2,891

Resource counseling

Hours spent connecting community members to local and national resources.

3,989

Community members

Received resource counseling and were connected to additional community resources.

250+

Staff hours

Dedicated to community collaboratives addressing social needs. Key projects include housing, nutrition, smoking cessation and transportation.

MENTAL HEALTH PROGRAMS

Genesis is addressing mental health needs and supporting sexual assault survivors.



1,265

Program encounters at:

- Health fairs
- Community events
- Resource fairs
- Presentations to higher education
- Podcasts
- Crisis intervention training
- Bereavement education



1,825

People helped through:

- Counseling calls for sexual assault and abuse survivors
- Training for healthcare providers and child advocates
- Education and advocacy addressing human trafficking and domestic violence



COSHOCTON COUNTY EVENTS, EDUCATION AND OUTREACH

The Genesis Coshocton Medical Center (GCMC) opened in April 2023. The new GCMC brought high-quality healthcare to Coshocton County.

The GCMC team organized and supported several community events, including:

- Organized a blood drive that included over 20 hours of work.
- Staffed a booth at the Coshocton County Fair and provided free Black Lung Services and blood pressure checks.
- Offered services at Coshocton County Employee Health Day.
- Hosted two American Red Cross Blood Drives in collaboration with Coshocton Christian School.
- Attended the Coshocton 50+ EXPO where Genesis Black Lung Services provided free screenings and Genesis Hospice Care shared services.

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Zanesville, OH 43701



Stay connected, stay healthy

Keep current on Genesis and health information by following us on Facebook, subscribing to our quarterly email and receiving *LiveWell*. We also post additional information at [genesishcs.org](https://www.geneshcs.org).

To be added to or removed from our lists, contact:
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Email: livewell@genesishcs.org