

# MAKING OUR COMMUNITY HEALTHIER

COMMUNITY BENEFIT REPORT



# 2014

A SPECIAL EDITION OF

## LiveWell

HEALTHCARE SYSTEM  
**GENESIS**

Where you're treated well

[genesishcs.org](http://genesishcs.org)



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### Our Mission

To provide compassionate, quality health care.

### Our Vision

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

### Our Values

Compassion  
Trust  
Innovation  
Excellence



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# COMMITTED TO YOU AND YOUR FAMILY



The health of you and your family remained our central focus during 2014 as we strived to fulfill our mission ... to provide you with compassionate, quality health care. We also solidified our vision, committing to being a health care team whose care exceeds your expectations.

One of our most visible accomplishments of last year was the progress made on creating your new Genesis Hospital. The new hospital is designed around your needs as a patient and will enable us to provide you an exceptional experience. You could see the building take shape from the outside. Behind the scenes, we continued to identify ways to improve the quality of care you receive at Genesis.

A new hospital is a very tangible example of how we benefit the community. There are many other ways we work to help keep you and your family well and take care of you when you're not. You'll read about a number of them in this publication and learn more about the progress of your new hospital.

Together with local agencies, we have assessed our community's health needs. We partner with many community groups to address those needs. Sometimes our experts come to you. We reach out to schools, churches, civic groups and others with free health screenings and education programs. Other times we invite you to Genesis for those services. Either way, we dedicate ourselves to your health and well-being.

This Community Benefit Report gives you an idea of what we did last year to meet your needs. We will continually work to understand and address your health needs and strive to exceed your expectations for many years to come.

Matthew J. Perry

President & CEO

# YOUR PARTNER IN HEALTH

Your overall health and well-being is about more than returning to good health after you're sick. It's also about preventing health issues so you can stay healthy and active, and catching health concerns early before they become serious. With more than 3,000 expert staff and physicians, Genesis is committed to being your partner in sickness and in health. Our care extends beyond our walls as we discover innovative ways to meet the health needs of our community – our families, friends and neighbors.

Read inside about how we're reaching out to improve the health of the people we serve. We've taken a new approach to understanding health issues in our community and how we can help address them. We teamed up with local organizations that also have an interest in the community's health. Together, we completed a health assessment that identifies and prioritizes the biggest health needs in our region.

Area residents also participated in the assessment through group discussions and surveys. Data was collected from many sources, looking at the health conditions people in our community are treated for the most, and what resources are available to help prevent and treat these issues.

A 3-year implementation strategy was created to describe how Genesis will help to address the health needs that rose to the top in the assessment. In this Community Benefit report, you'll learn about some of our efforts to address four of the areas of need. These include: mental health and substance abuse; obesity; cerebrovascular disease; and access to health care. The full Community Health Needs Assessment and Implementation Strategy can be viewed on our website at [genesishcs.org](http://genesishcs.org).

Artist's rendering of new Genesis Hospital at dusk.

# REDUCING OBESITY

## Area of Need

One of the biggest needs in our community is to help those struggling with obesity, especially children. We have a high number of children ages 2 to 5 who are obese or overweight. Our area also has a higher than average Body Mass Index (BMI) for all ages.

BMI is based on your height and weight and is an accurate way of determining if you're overweight. A number higher than 25 means you're overweight. Being overweight can increase your risk of developing serious health issues.

We've offered a variety of ways to encourage healthy habits for all ages to reduce obesity in our community.



Zach Hartman, exercise physiology therapist, and Elle Folden

## Shaping Futures

Children who are obese are more likely to be obese as adults and more likely to develop health problems such as heart disease and stroke. To help children learn about good nutrition and become more active, Genesis created a special program – Shaping Futures. This is a free program to help children and parents learn practical ways to include healthier eating and exercise in their daily routine. Sessions are held every other month at the Muskingum Recreation Center.

Registered dietitians and exercise specialists teach hands-on activities like the veggie creatures above. Parents also take home practical ideas such as how to eat healthy with a busy lifestyle and how to fix kid-friendly foods.

The program has been offered for several years. Follow-up with children shows Shaping Futures is making a difference. After completing the program, children reduced their heart rate and cholesterol levels, increased physical activity, and decreased the number of sugary beverages they drank.



Jeff Gee, patient

## Genesis Risk Intervention Program (GRIP)

We created a special program that focuses on healthy lifestyle changes through diet and exercise. The Genesis Risk Intervention Program (GRIP) is an exercise program available to the community at a reasonable cost and also has scholarships available.

Sessions are held in the Heart & Vascular Rehab Gym at Genesis-Bethesda, the only medically based exercise gym in our area. The gym provides a safe and comfortable place to exercise. Nurses and exercise specialists help each participant work toward a healthier lifestyle. The class offers support and encouragement through group and one-on-one activities and focuses on ways to reduce and minimize stress. In 2014, the exercise program was expanded to include cancer patients as part of a comprehensive care plan.



## Making Wise Choices

Healthy eating habits start in our organization. That's why our Food & Nutrition Services department teamed up with our Wellness program to offer healthy food options in our cafeterias. The nutrition staff worked closely with Sodexo, our food service provider, to include healthy items on menus in the hospital cafeterias. When you visit the hospital, you'll find the healthy items marked with a Mindful logo. Free educational materials at the cafeterias offer tips on simple changes to make favorite meals, sides or desserts healthier. The program helps 3,500 employees of Genesis and community members who eat in the cafeterias to be mindful of what they're eating.

To help the community learn how to make healthy choices, registered dietitians and nutritionists provided free educational programs in 2014. Our staff visited local groceries and helped shoppers learn to read labels by walking through the store with them as they selected items.

Dietitians also provided free programs to area schools to help students learn healthy eating habits. Thousands of educational materials and healthy food samples were handed out at Back to School, a Spirit of Women event, fitness fairs, backpack giveaways and other events for children.



## Walk With a Doc

Genesis offers a free Walk With a Doc program every month to encourage people of all ages to exercise. Walking 30 minutes a day can reduce the risk of heart disease, improve blood pressure and blood sugar levels, maintain body weight, and lower the risk of obesity. Research shows two hours of life can be gained for each hour of regular exercise.

We provide the only monthly Walk With a Doc program in southeastern Ohio. It's held year-round and doesn't require any special exercise equipment – other than a comfortable pair of walking shoes.

Along with encouraging exercise, walkers can talk with a local doctor. Each month a physician offers fitness tips and health advice and then leads the 30- to 40-minute walk. Walk With a Doc is available for everyone interested in taking steps to a healthier lifestyle. In 2014, 266 people participated in the walking program.



# IMPROVING MENTAL HEALTH

## Area of Need

*Mental illness, prescription drug abuse, suicide and alcohol abuse are problems in our community that need to be addressed. We're reaching out to help those who struggle with these problems with innovative programs. Genesis also works with other organizations in our community to improve the mental health of many people in our area.*



### New Behavioral Health Center

A healing environment is important for patients who need behavioral health care. It's also better if they receive care close to home. Whether people need inpatient or outpatient care, they can find it in one place – the new Genesis Behavioral Health Center.

When the facility was being designed, we asked patients what they needed and wanted. We used their input to renovate the former Forest View Health Center behind Genesis-Bethesda. The Genesis Behavioral Health Center offers inpatient adult, child and adolescent care; substance abuse support and recovery programs; outpatient adult, adolescent and child psychiatric care; and partial hospitalization. It features private rooms, open spaces with natural lighting, exercise equipment, quiet areas and more.

People from 33 counties come to Genesis for their behavioral health care. We remain committed to making sure they get the compassionate, high quality care they need.

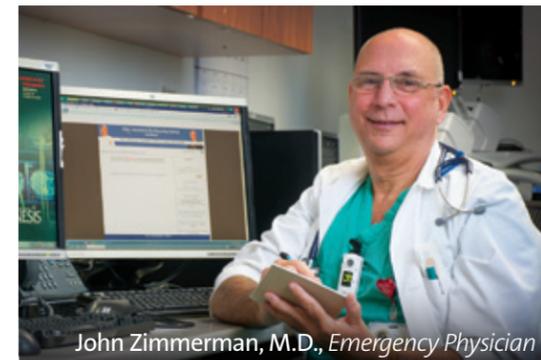


### Reaching Out to the Community

Genesis Behavioral Health provides free programs on drug, alcohol, suicide and date violence prevention to local schools and colleges. Counseling services are offered to area schools to help with crises or tragedies. Staff members also serve on domestic violence, suicide and drug coalitions and the mental health recovery advisory board.

The Muskingum County Court of Common Pleas requires parents going through a divorce attend a class to help children succeed after divorce. Children complete a separate class. The Genesis Behavioral Health staff teaches the classes at no cost to the court. In 2014, 363 adults, teens and children participated in the classes.

Genesis Behavioral Health also provides a Driving Under the Influence (DUI) class for offenders. If these classes were not available nearby, community members would have to travel farther from home to complete the program.



John Zimmerman, M.D., Emergency Physician

### Stopping Opiate Abuse

Drug abuse, especially opiates, affects many people in our community. Opiates are prescription painkillers that are helpful when used as prescribed but can lead to dependence and addiction if misused. Genesis Behavioral Health collaborates with other organizations, law enforcement and community members to reduce drug abuse. Services are provided for free to a wide range of organizations throughout the community.

Genesis participates in a state-wide initiative to reduce prescription opiate abuse. Our emergency department doctors can determine where patients have previously obtained opiates. This program alerts doctors to people who could be attempting to overuse opiates. Behavioral Health staff also work with other departments at Genesis such as Complementary Medicine to use massage, hypnosis or imagery for patients who need alternative pain control.

The number of babies born to mothers with substance abuse disorders continues to increase in our area. Staff members from Genesis Women's and Children's Services work closely with other community organizations to help mothers and babies receive treatment.



### Warm Handoff

When patients with drug or alcohol addictions leave the hospital without the support or follow-up treatment needed once they return home, they can experience set-backs that lead to re-hospitalization. Genesis led a Behavioral Health Consortium of community behavioral health organizations to address this concern locally. Through a sharing of ideas and resources, the warm handoff program was created. With this program, community-based counselors meet with patients in the hospital and then help them follow through with drug and alcohol treatment when they return home.

The program is making a difference in our community. For example: one patient came to the Genesis Emergency Department (ED) about 90 times in six months. After the warm handoff started, this patient was able to meet with counselors in the hospital and follow up with mental health treatment after discharge. The patient only returned to the ED once for a medical issue.



### Educating Law Enforcement

Genesis participates in crisis intervention training and education for law enforcement personnel in our six-county area every year. The training helps law enforcement officers handle incidents involving people with mental illness and/or substance abuse problems.

Officers are educated about behavioral health, medications, symptoms and ways to help people with substance abuse problems get treatment. Officers also learn how to direct people with behavioral health conditions into treatment.

# REDUCING CEREBROVASCULAR DISEASE

## Area of Need

In our area there's a higher than average rate of cerebrovascular disease. This is a disease of the blood vessels – particularly the arteries that supply blood to the brain – and it can lead to a stroke. We also have higher than average rates of tobacco use and diabetes – risk factors that can increase the likelihood of a stroke.

We've made it a priority to help lessen cerebrovascular disease in our area through a variety of ways. These range from having the latest technology to helping members of our community recognize the signs and symptoms of a stroke.

Genesis is certified as a Primary Stroke Center. In 2014, Genesis earned the Get With The Guidelines®-Stroke Silver-Plus Quality Achievement Award from the American Heart Association/American Stroke Association for the treatment of stroke patients.



New Teleneurology Program

Patients who may have had a stroke can now get more of the quality neurological care they need at Genesis, closer to family and friends. In 2014 we expanded our teleneurology to help diagnose and treat stroke patients when a Genesis neurologist is not available. This technology, which is similar to Skype or FaceTime on smartphones and computers, enables us to obtain expert advice via video conferencing 24 hours a day, 7 days a week. With teleneurology we can quickly determine if a patient with stroke symptoms is a candidate for tPA, a potentially life-saving drug that must be given within a few short hours after symptoms start.

Previously, patients (an average of 26 per month) were transported to hospitals in other cities for care. The number of patients who have to go elsewhere for their care now is down to an average of eight per month.



Stroke Navigator and Support

Patients who have suffered a stroke receive the support of navigators who are specially trained to care for stroke patients while they're in the hospital. The navigator helps patients and their families understand their plan of care, identifies risk factors to avoid complications, and follows up with patients after they go home.

Providing support in our community is also a priority. A free stroke support group is available to anyone. The support group meets monthly to help stroke survivors, friends and family members share experiences and learn to live with this life-changing event.

First responders also receive ongoing training from Genesis on recognizing, treating and caring for patients who might be experiencing a stroke.



Early Detection Saves Lives

Learning the signs and symptoms of stroke helps patients seek help fast and makes it possible for them to receive potentially life-saving tPA medication. This medication dissolves blood clots in the brain, but it must be given within a few short hours after symptoms begin. In 2014, Genesis offered free programs and resources to educate the community about stroke signs and symptoms as well as the importance of seeking help immediately when symptoms appear.

Stroke prevention and awareness programs were held throughout the year, and more than 8,200 educational materials were given out at community events. An article on stroke prevention in the Genesis LiveWell magazine reached more than 20,000 households, and social media posts helped the community learn about strokes. Community members can also access free information and resources 24/7 through an enhanced stroke education section on the Genesis website.



Act F.A.S.T.

Increasing your knowledge of stroke and acting FAST could help you save a life. Each year more than 700,000 people in the United States have strokes. Stroke is the fourth-leading cause of death in the country and causes more serious long-term disabilities than any other disease. Nearly three-quarters of all strokes occur in people over the age of 65, and the risk of having a stroke more than doubles each decade after the age of 55. For African Americans, stroke is more common and more deadly – even in young and middle-aged adults – than for any ethnic or other racial group in the U.S.

Learning about stroke can help you act in time to save a co-worker, friend or relative. And making changes in your lifestyle can help you prevent stroke.

New treatments are available that greatly reduce the damage caused by a stroke. But you need to arrive at the hospital quickly to prevent disability. Just think F.A.S.T. – face, arm, speech, time – to remember the symptoms of a stroke and what to do if you think you or someone else might be having a stroke:

<b>FACE</b>	Facial Droop or uneven smile
<b>ARM</b>	Arm numbness or weakness
<b>SPEECH</b>	Slurred Speech
<b>TIME</b>	Call 911 immediately

Learn more at [genesishcs.org](http://genesishcs.org).

*Information adapted from the National Institute of Neurological Disorders and Stroke. This material is for informational purposes. Advice on the treatment or care of an individual patient should be obtained through consultation with a physician who has examined a patient or is familiar with a patient's medical history.*

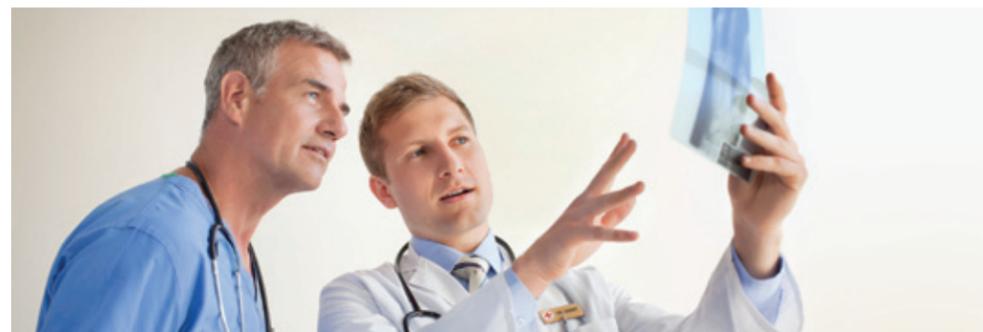
# IMPROVING ACCESS TO CARE

Improving access to quality health care has been a Genesis goal for several years. Our community has told us it's an area of need as well. We continued to focus on this community health need in 2014.

One way we improve access to care is by bringing new physicians to our area, making it easier for patients to get the health care they need locally. We have made a lot of progress in recent years. In 2014, we welcomed 24 new physicians to the Genesis medical staff.

National shortages of some specialist physicians make it challenging to meet our community's needs. We have found innovative solutions to some of these challenges, such as our new teleneurology and orthopedic surgery programs. We pledge to continue to recruit new physicians to Genesis and improve access to health care for you and your family.

Another major focus is on providing more timely appointments in our physician offices and for outpatient services. A tremendous amount of work has been done to make it quicker and easier for patients to get the care they need when they need it. We will continue to make this a priority.



## Orthopedic Surgeons Provide 24/7 Care

Now we've made it possible for more orthopedic patients to receive the care they need locally. In 2014 a new orthopedic program was started to ensure emergency orthopedic care is available 24 hours a day, 7 days a week. This program increases the availability of our local orthopedic surgeons to care for non-urgent orthopedic patients in our community.

A Genesis orthopedic surgeon is called when an Emergency Department, FirstCare or hospital inpatient has an immediate need. They treat patients at the hospital and see them for follow-up care at their office. The group includes:

Stephen Adcock, M.D.  
Jason Cox, D.O.

Marcy Dickey, D.O.  
Pooya Hosseinzadeh, M.D.

Norman Stone, M.D.  
Christopher Tucker, M.D.

## Teleneurology Enables 24/7 Care

When patients show symptoms of having a stroke, they need to be treated quickly. Our teleneurology program expanded in 2014 so we can deliver neurological care to hospital patients quickly 24 hours a day, 7 days a week. Before we had this program, many patients were transported to hospitals in other cities. Now patients can get the same care close to their families and friends.

The teleneurology program began in February 2014 when we partnered with a group of neurologists called NeuroCall. They are available through telemedicine technology when our neurologists aren't on call. Using a computer and large screen, the NeuroCall neurologist can see and hear patients, review their records, place orders, and talk with nurses and doctors about recommended care. Patients and their families can also see the neurologist and ask questions.

We will continue to recruit neurologists to Genesis, but in the meantime, this new program is helping us meet the needs of our community.

## Welcome to New Physicians

In addition to expanding the teleneurology program and new orthopedic surgeons, we also welcomed the following physicians to Genesis in 2014:



Jason Allen, D.O.  
Pain Medicine



Mohammed Annaba, M.D.  
Hospital Medicine



Victor Awuor, D.O.  
Neurosurgery



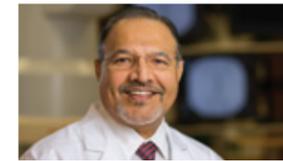
Michelle Bisutti, M.D.  
Urgent Care



David Blissenbach, M.D.  
Urgent Care



Jason Cox, D.O.  
Orthopedics



Anwar Din, M.D.  
Cardiology



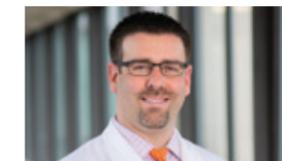
Brooke Donaldson, M.D.  
Emergency Medicine



Andrew Espenlaub, D.O.  
Hospice & Palliative  
Medicine



Eric Fete, D.O.  
Urgent Care



Andrew Freeman, M.D.  
Radiation Oncology



David Giammar, M.D.  
Trauma Surgery



Clayton Gibson, M.D.  
Orthopedics



Michael Harron, D.O.  
Interventional Radiology



Hassan Kahi, M.D.  
Hospital Medicine



Inam Khan, D.O.  
Hospital Medicine



Wisam Martini, M.D.  
Interventional Cardiology



Aasim Rehman, M.D.  
Rheumatology



Andrew Smock, M.D.  
Urology

# BENEFIT TO THE COMMUNITY: \$24.4 MILLION

*Genesis HealthCare System gives to the community in many ways. Genesis is not-for-profit with a mission to provide compassionate, quality health care. We're dedicated to meeting the health-related needs of our community members, regardless of ability to pay.*

*We partner with agencies throughout the community to identify health-related needs of the poor, the underserved and the community-at-large, and we strive to fulfill those needs. We pledge every dollar (after expenses) to develop services, provide financial and professional support, and offer education and wellness programs that respond to the community's health needs.*

## What Is Community Benefit?

Community benefit is the programs, events or services used to promote health and healing to meet community needs. Community benefit programs create better access to health care, enhance the health of the community, advance medical or health care knowledge, and demonstrate charitable purpose. Genesis' quantifiable community benefit in 2014 was **\$24,379,000**, which was 7.9 percent of our total expenses.

Our community benefit is defined in three categories:

- **Charity Care** – Free or discounted health services provided to people who can't afford to pay.
- **Unpaid Cost of Medicaid & Medicare** – The shortfall created when payments received from Medicaid & Medicare are less than the cost of caring for patients.
- **Community Benefit Services** – Community health improvement services, including community health education; clinical screenings for uninsured and underinsured; support groups and self-help programs; health professionals' education; subsidized health services that are provided despite a financial loss because this meets an identified community need and if no longer offered, it would either be unavailable in the area or fall to the responsibility of government or another not-for-profit organization to provide; research; cash and in-kind contributions; community building activities that address the root causes of health problems such as poverty; homelessness and environmental problems; and costs associated with community benefit operations.

CHARITY CARE	Free care provided to 31,767 patients who did not have insurance or whose insurance left them with an out-of-pocket balance after payment was made. Amount based on costs. Bad debt is not included.	\$7,194,000
UNPAID COST OF MEDICARE & 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 difference between program net patient revenues and cost of providing the services.	\$15,901,000
COMMUNITY BENEFIT SERVICES	More than 23,663 people benefited from activities such as free health screenings, educational programs and in-kind donations from Genesis.	\$1,284,000
<b>TOTAL COMMUNITY BENEFIT</b>		<b>\$24,379,000</b>

## Other Forms of Economic Support

Genesis is a major driver of the local economy with more than 3,500 people employed and a payroll of \$194 million. In addition to the ripple effect these payroll dollars make as employees make their homes in our community and support local merchants, our employees' payroll taxes also make a sizable contribution to the area's economic health:

- State of Ohio payroll taxes: \$6.4 million
- Local payroll taxes: \$3.6 million
- School taxes: \$110,048

## Support From Employees

Genesis employees supported our community in a variety of ways in 2014, including:

- Red Cross Blood Drives: 110 units collected from 5 drives
- Donating to the United Way: \$79,156.50
- Donating to Operation Feed: \$318.76
- Raising funds for the American Cancer Society, Leukemia and Lymphoma Society, American Heart Association and the Crohn's & Colitis Foundation of America
- Raising funds through fruit sales in the Genesis cafeterias for local social agencies including the American Red Cross, Transitions, Big Brothers Big Sisters, Zanesville Civic League, Miracle League, Christ's Table, Salvation Army, Heartbeats Muskingum Valley, United Methodist Homeless Shelter and Forever Dads



# ACCOMPLISHING MORE FOR YOU

*Caring for you and your family is at the center of all we do. We find innovative and creative ways to care for our community. We'd like to share some of our accomplishments from 2014 that enabled us to provide quality health care to you and your family.*



## Clinical Program Accomplishments

- Received Level III Trauma Center re-verification by the Verification Review Committee (VRC), an ad hoc committee of the Committee on Trauma (COT) of the American College of Surgeons (ACS). This achievement recognizes the trauma center's dedication to providing optimal care for injured patients.
- Received the Get With The Guidelines®-Stroke Silver-Plus Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association/American Stroke Association for treatment of stroke patients.
- Electrophysiology team was first in Southeastern Ohio to implant subcutaneous implantable defibrillator (S-ICD®) in a patient. The device is used to protect patients at risk for sudden cardiac arrest without touching the heart.

## Other Accomplishments

- Achieved Level Three Status for "We Honor Veterans," a national campaign that provides care and support to veterans. Level Three required advanced training for Genesis Hospice staff and volunteers, educating the community about veterans' needs, and meeting patients' and families' goals for care.
- Ranked as one of the 100 Top Best Places to Work in Information Technology (IT) by IDG's Computerworld. The ranking is awarded to IT departments that offer workers great benefits and compensation, along with a stimulating work environment. The Genesis IT department ranked 12th out of 23 companies in the midsize Computerworld list.
- Our Wellness department was recognized as a finalist in the second annual Health Care Achievement Awards from Columbus CEO magazine. The awards recognize outstanding Central Ohio health care professionals and organizations making a difference in the lives of their patients, colleagues and community.
- Renewed as an American Heart Association Training Center, continuing our ability to provide training to employees including Basic Life Support/CPR, Advanced Cardiac Life Support and Pediatric Advanced Life Support.
- Awarded a grant from the Columbus affiliate of Susan G. Komen for the Cure that enabled us to help uninsured or underinsured women get free digital mammograms. Last year we helped 345 women with these grant funds.



## Enhancing Services

- Kicked off pet therapy program – Genesis Caring Canines, pictured above. Dogs and their handlers are certified by Therapy Dogs International. They visit patients and visitors to help reduce feelings of stress and anxiety.
- Brought 24 new physicians to the Genesis medical staff to improve access to care.
- Expanded our teleneurology program that helps us deliver neurological care to hospital patients quickly. When Genesis neurologists aren't available, we use video conferencing technology to connect patients with a neurologist who can review patient information, complete assessments, and make recommendations for appropriate treatment.
- Started a new orthopedic program that ensures emergency orthopedic care is available 24 hours a day, 7 days a week. A Genesis orthopedic surgeon is called when an ED, FirstCare or hospital inpatient has an immediate need. They treat patients at the hospital and see them for follow-up care at their office.
- No Pass Zone program implemented to reinforce that it's the responsibility of each employee and physician to respond to patients' needs.
- Began a new program called Central Telemetry to monitor patients' heart rhythms. The program enhances patient care by ensuring changes are caught early.
- Implemented Multidisciplinary Rounding, bringing together all caregivers including physicians to discuss patients' care and to improve communication with patients. The rounding helps caregivers be more efficient and enables them to spend more time with patients.



## Information Technology Advancements

- Expanded the Epic electronic medical record with 180 physicians and other providers.
- Exceeded 19,000 active users of MyChart®, the Epic feature that enables patients of physicians who are Epic users to access their own medical records online.

## Working With Others

- Donated automated external defibrillators (AED) to the Muskingum County Sheriff's Office and the Zanesville Police Department. This equipment helps to maximize a victim's chance for survival from sudden cardiac arrest.
- Co-sponsored a "Take Back Drugs Day" with other community and law enforcement agencies. The event enables community members to rid their homes of potentially dangerous, expired, unused and unwanted prescription drugs by dropping them off for disposal.
- Spiritual Care department reached out to local EMS personnel and clergy with programs; held memorial service for members of the community who lost loved ones; and offered free advanced directives planning.
- Partnered with Zane State College to provide American Heart Association-certified CPR, first aid and bloodborne pathogens training to members of our community.

# YOUR NEW GENESIS HOSPITAL

*You and your family have counted on Genesis for years. To make sure we give you the best possible care today and for years to come, we are building a new, modern hospital in one location. The new hospital is designed around what you need to make your experience the best it can be. For example, if you have to stay at the hospital, you'll have a private room. All inpatient services will be in one location so you won't have to wonder which hospital to go to. And the hospital has the next generation of technology to bring you advanced treatments. The hospital will be completed in June 2015.*

*Take a look at last year's progress of your new Genesis Hospital.*



Turner Construction and Genesis representatives at the ceremony.

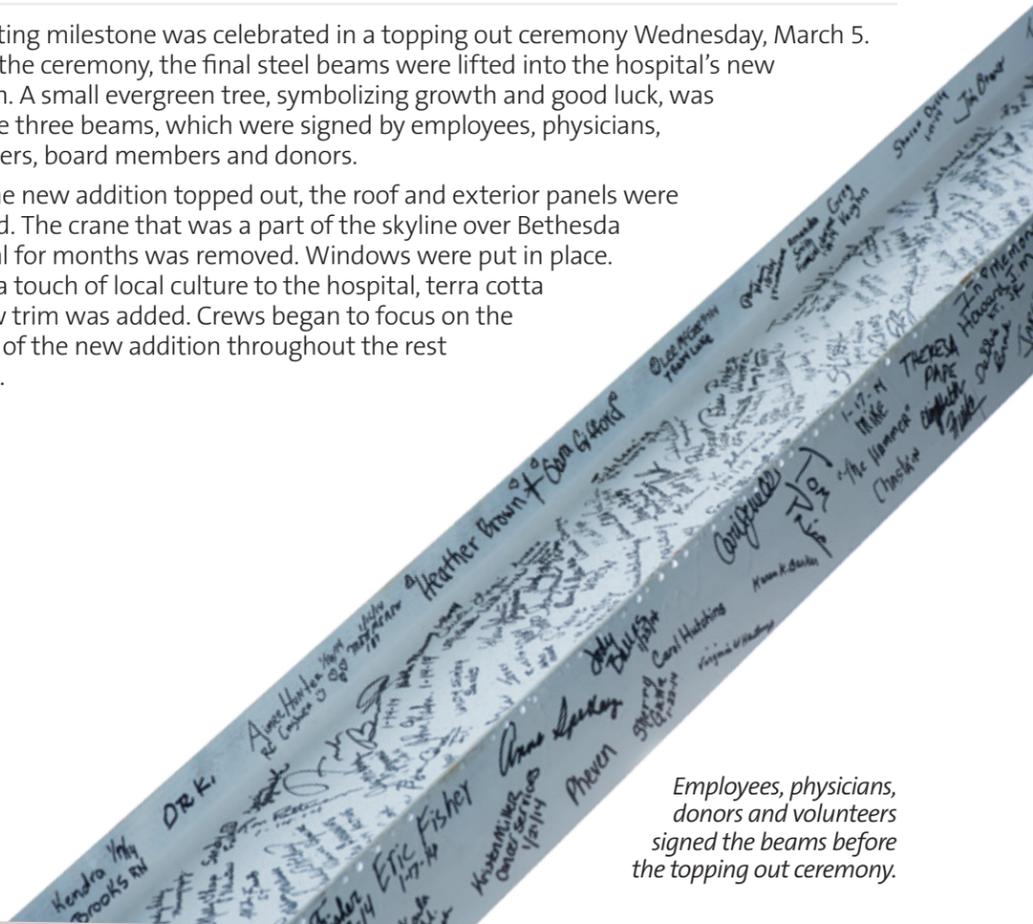


Final steel beams were hoisted into place.

## Topping Out

An exciting milestone was celebrated in a topping out ceremony Wednesday, March 5. During the ceremony, the final steel beams were lifted into the hospital's new addition. A small evergreen tree, symbolizing growth and good luck, was atop the three beams, which were signed by employees, physicians, volunteers, board members and donors.

After the new addition topped out, the roof and exterior panels were installed. The crane that was a part of the skyline over Bethesda Hospital for months was removed. Windows were put in place. To add a touch of local culture to the hospital, terra cotta window trim was added. Crews began to focus on the interior of the new addition throughout the rest of 2014.



Employees, physicians, donors and volunteers signed the beams before the topping out ceremony.



## Genesis Cancer Care Center Opened

The new Genesis Cancer Care Center was completed at the end of the year and opened in January 2015. It brings most Genesis cancer services under one roof in a warm, healing environment. Designed with input from patients and staff, the new center provides a comforting space for patients and their families while our staff gives them compassionate, high quality care.

Individual infusion pods where patients receive chemotherapy are an example of involving patients in the design. The concept of the pods was tested by patients, physicians and staff while the new center was being planned. The pods face a glass wall overlooking the beautiful campus and fitness trail. Patients have privacy, and supplies are conveniently located around the pods. That means caregivers can stay close by patients while they care for them.

Services in the Genesis Cancer Care Center include chemotherapy, a women's boutique, radiation therapy, palliative care, physician offices and an oncology pharmacy. The center was made possible by a generous donation from Dr. Nick A. and Nancy R. Sarap.



## Genesis Behavioral Health Welcomed Patients

Genesis Behavioral Health Center, located behind Bethesda Hospital, opened in July. The renovated facility brings together all our behavioral health services in one convenient location. It was designed with patient input and has private rooms, open spaces with natural lighting, new exercise equipment, quiet areas and more. These features offer a healing place for patients. This is the only center of its kind in Southeastern Ohio.

The new Behavioral Health Center includes the following among other services:

- Inpatient adult, child and adolescent psychiatric care
- Outpatient adult, child and adolescent psychiatric care
- Partial hospitalization program
- Help for substance abuse and addictions such as alcohol and drugs

## Construction Began on Medical Office Building

Construction began in early 2014 on the medical office building on the west side of the Physician Pavilion. It will connect to the pavilion and the hospital to make it easy for you and our physicians and staff to move between the buildings.

The first floor will include outpatient neuroscience and orthopedic services, as well as physician offices. The second floor will be physicians and outpatient services for heart and vascular care. The new medical office building will open this year along with the hospital.



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CHANGE SERVICE REQUESTED



# MAKING OUR **COMMUNITY** HEALTHIER

The Genesis Community Benefit Report is an annual publication of Genesis HealthCare System.

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