

# Connected to the Community

# 2009

COMMUNITY BENEFIT REPORT



# 2009 Community Benefit Report

Columbus's network of not-for-profit healthcare systems is one of our community's greatest assets and the envy of many comparably sized cities across the nation. Major distinguishing attributes of healthcare in central Ohio include:

- **Top quality care that is reasonably priced**, as evidenced by nationally ranked hospitals, programs and physicians
- **Cutting-edge research and innovation** that drive continual improvement in medical care and clinical outcomes
- **A high degree of collaboration among the four systems**, which contributes to efficient stewardship of local healthcare resources
- **A single-tier "equal access" system**, in which all members of the community have access to the same hospitals and the same quality of care regardless of their ability to pay

We like to think of these attributes as Columbus's "healthcare advantage." In fact, broad access to high-quality, competitively priced healthcare is just as important as safe and friendly neighborhoods, good schools, a stable economy, cultural diversity and quality arts and entertainment venues in making central Ohio such a great place to live, work and raise a family.

As an essential part of the fabric of the central Ohio community, our four not-for-profit systems – Nationwide Children's Hospital, Mount Carmel Health System, The Ohio State University Medical Center and OhioHealth – do so much more to benefit the community than treat injury and illness. The "community benefit" we deliver extends beyond our hospitals' doors and deep into the neighborhoods of the people we serve.

Our ability to deliver benefit to the community stems from our not-for-profit status. As charitable organizations, we are exempt from paying corporate income tax and local property taxes. Nor do we pay dividends to owners or stockholders. Instead, we use the "profits" we earn to advance our charitable, community service missions. By reinvesting our earnings in such areas as research, medical education and training, innovation and technology, facilities to meet community need, and community outreach and education, we are able to deliver substantial benefit to the community. In 2008, our collective community benefit totaled \$398 million – far exceeding the value of the tax exemptions we are granted as not-for-profit organizations.

The Central Ohio Hospital Council is proud to provide community leaders, elected officials and the citizens of central Ohio this report summarizing the many ways our hospitals benefit the community at large. The specific programs highlighted on the following pages are just a few examples of the many ways we reinvest our earnings to deliver broad benefit to the residents of central Ohio, in particular the most vulnerable and at-risk members of our community. This report is a testimony to the commitment and leadership of our hospitals' medical staffs, boards of trustees, employees, volunteers and community partners, whose dedication to quality care and compassionate service makes Columbus a great place to call home.

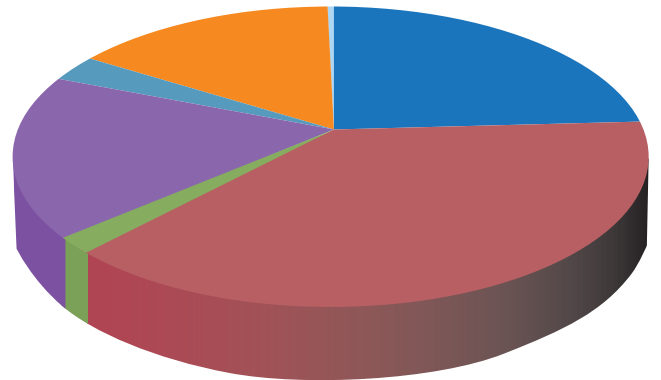


# Executive Summary

Franklin County's four not-for-profit hospital systems provided \$398 million in community benefit in 2008. In meeting their charitable missions and providing benefit to the citizens of central Ohio, the hospital systems

- Contributed nearly \$172 million on numerous programs, services and activities that improve the health of our citizens, for which they were not reimbursed;
- Provided more than \$175 million in free care for those individuals without insurance or are unable to pay their hospital bills; and
- Provided more than \$110 million in free care to Medicaid patients, filling the gap left when government payments fall below hospitals' cost to provide services.

Not included in the community benefit amount, but a significant contribution of Franklin County hospitals, are the losses hospitals sustain in bad debt (the amount of care provided for which payment was expected but not received) and Medicare shortfalls (the difference between the cost of care provided to Medicare patients and the payment received from the federal government for that care). These losses totaled an additional \$243 million in 2008.



Medicaid loss	\$110,453,934
Charity care	\$175,476,151
Community building, health improvement	\$8,492,504
Health professions education	\$79,763,811
Subsidized health services	\$10,105,137
Research	\$71,917,852
Donations/Sponsorships	\$1,514,013
<b>Subtotal</b>	<b>\$457,723,402</b>
Government Support	-\$59,423,290
<b>Net Community Benefit</b>	<b>\$398,300,112</b>
Medicare Losses	\$152,846,735
Bad Debt	\$89,674,294
<b>Total Service to Central Ohioans</b>	<b>\$640,821,141</b>
<b>Total Community Benefit = \$398 million</b>	

**T**he community benefit amounts contained in this report follow nationally accepted reporting guidelines outlined by the Catholic Health Association and adopted by the Internal Revenue Service as the standard for reporting charitable activities. Those guidelines include:

- **Charity care**, which is free care provided to individuals who do not have insurance, or who have inadequate insurance, and are unable to pay themselves. These individuals do not receive a hospital bill. In this report, charity care figures are based on actual cost of care, not posted hospital charges.
- **Medicaid shortfall**, which is the unpaid cost of care provided to Medicaid patients (low-income children and parents, pregnant women and people with disabilities). It is the cost of care less the amount paid by the government.
- **Community building and health improvement activities**, which include presentations, health fairs, support groups, free clinics, screenings, donated clinic time and mobile units as well as activities that address the root causes of health problems, such as poverty, homelessness and environmental problems.
- **Subsidized health services**, which is the cost of clinical services provided to meet community needs, despite a financial loss. If the service was no longer offered, it would either not be available or it would fall to a government or another not-for-profit agency. Examples include emergency and trauma services, burn units and interpreter services.
- **Health professions education**, which include unpaid costs to educate the current and next generations of physicians, nurses and other health professionals.
- **Research** costs including clinical and community health research as well as studies on health care delivery.
- **Donations to community groups and other not-for-profit organizations**, including funds and in-kind services. In-kind services include time paid for by hospitals and contributed by staff to the community. Costs associated with space, food, equipment and supplies donated to not-for-profit community groups for meetings or programs are also included.

## OTHER DEFINITIONS

**Government Support** includes *HCAP (Hospital Care Assurance Program)* allocations and *UPL (Upper Payment Limit)* allocations.

- *HCAP* is a government program that allocates funds to hospitals to help cover some of the cost of uncompensated services they provide to the indigent and uninsured.
- *UPL* is a government program that allocates funds to certain hospitals to make up the difference between Medicaid reimbursement and Medicare reimbursement. In effect, hospitals eligible for *UPL* assistance are compensated for caring for Medicaid patients at a higher Medicare rate. The funds are designed to assist hospitals that have higher operating costs due to patient populations that are sicker and more likely to have no healthcare coverage.



## Charity Care

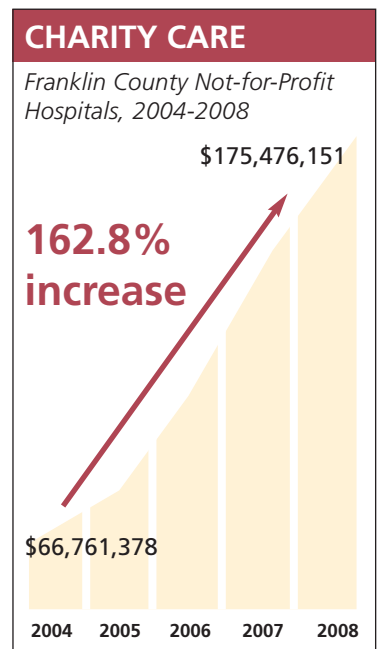
*Charity care is free care provided to patients who do not have insurance, or who have inadequate insurance, and are unable to pay themselves. These individuals do not receive a hospital bill.*

Franklin County’s 12 not-for-profit hospitals provide medically necessary care to everyone who walks through their doors, regardless of ability to pay. In 2008, local hospitals provided more than \$175 million in free care, a 163% increase over the last five years. And that does not include millions of dollars of uncompensated care that physicians on the hospitals’ medical staffs provided in their offices and local free clinics.

Franklin County hospitals have seen large spikes in the number of uninsured patients seeking care, with admissions of the uninsured rising three-and-a-half times the amount of the overall population in the last four years alone. Unlike many other large cities, where designated charity care hospitals are established, Columbus is fortunate that local hospitals have agreed to share responsibility for caring for the uninsured. Our hospitals follow the same guidelines when providing charity care to patients:

- Patients in families earning up to 200% of the federal poverty level, or \$44,100 for a family of four, are provided medically necessary care free of charge.
- Patients in families earning up to 400% of the federal poverty level, or \$88,200, are provided medically necessary care at significantly reduced charges.

Agreement among hospitals on a policy for sharing the charity care burden is unique among major metropolitan areas around the country, and it results in a single-tier health care system in which all Franklin County residents have access to the same hospitals and the same quality of care.





## Medicaid Shortfall

*Medicaid shortfall is the unpaid cost of care provided to patients who are covered by the State of Ohio's Medicaid program, which are low-income children and parents, pregnant women and people with disabilities.*

Ohio's Medicaid program provides health coverage to one in six Ohioans – one in three Ohio children – but it does not come close to reimbursing hospitals and other providers their costs of providing care. And unfortunately, the gap between the cost of care and Medicaid reimbursement is increasing. In 2004, hospitals were reimbursed 95 cents for every dollar of care; in 2008, reimbursement had fallen to 84 cents on the dollar. In 2008, Franklin County hospitals provided \$110 million in free care to Medicaid patients, up 104% over the last five years.

Low Medicaid reimbursement not only impacts hospitals' ability to maintain services, but it also strains doctors' willingness to treat Medicaid patients. While hospitals are required to accept Medicaid patients, physicians are not. With many doctors realizing Medicaid reimbursement levels below their operating costs, they are increasingly unable or unwilling to take on this patient population. The implications for our community are not good.

Medicaid patients often do not have sufficient access to primary and preventive care. This leads to overutilization of hospital Emergency departments, where the cost of treating nonurgent conditions is 3 times as high as the cost of outpatient treatment.

Lack of primary care means many patients receive healthcare services too late or not at all – and without preventive or timely care, medical conditions could worsen and require more costly treatment later.

# Community Building and Health Improvement Activities

*Community health improvement activities are sponsored by hospitals to improve community health and include presentations, health fairs, support groups, free clinics, screenings, donated clinic time and mobile units. These activities do not generate a hospital bill.*

*Community building activities are sponsored by hospitals to address the root causes of health problems, such as poverty, homelessness and environmental problems.*

## **OSU Medical Center: Diversity Enhancement Program**

Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Research Institute developed the Diversity Enhancement Program (DEP) to spread cancer awareness and clinical trials education beyond the Medical Center campus to better address the needs of central Ohio's ethnic communities. DEP, which is led by Electra Paskett, is designed to help reduce cancer disparities in the African-American community by teaching older women about the importance of breast cancer detection and prevention, and helping them become community advocates. The DEP also developed a Family Reunion Kit to help families take advantage of the opportunities reunions offer to gather health histories and promote wellness. The kits provide information on cancer symptoms and detection, general cancer screenings, clinical cancer genetics and cancer clinical trials. In addition, Dr. Hicks hosts "It's All About Health" on MAGIC 98.9, a monthly radio program designed to help African-Americans and other minority and underserved individuals take control of their lives and understand that everyday decisions, such as eating right and obtaining regular cancer screening tests, can improve long-term health and well-being.



*Dr. William Hicks*

## **Nationwide Children's Hospital: Healthy Neighborhoods, Healthy Families**

Through Healthy Neighborhoods, Healthy Families (HNHF), Nationwide Children's is investing several million dollars into growing partnerships with the City and local not-for-profits aimed at neighborhood revitalization in the South Side of Columbus. Affordable housing is one of five components identified by HNHF as an integral part to strengthening neighborhoods to create the best environment to nurture children and families. HNHF has already sold its first renovated home, with the goal of 50 to 60 more homes over the next five to seven years. The other four components of HNHF are education; health and wellness; safe and accessible neighborhoods; and workforce and economic development. Nationwide Children's is partnering in all five areas with the goal of creating tangible outcomes for up to 10,000 residents annually.

## Nationwide Children's Hospital: Full Potential

In 2008, Nationwide Children's partnered with Columbus Public Health and more than 20 community partners to create the first Full Potential report. It identified 10 critical indicators for Franklin County children's health and pinpointed pediatric obesity as the most significant barrier to children reaching their full potential. It also included recommendations for families, schools, health organizations and communities to tackle and prevent pediatric obesity. Since then, many new initiatives to help children and families in central Ohio make healthy changes have formed. Nationwide Children's has partnered with Columbus City Schools and YMCA of Central Ohio to create a Fitness and Nutrition (F.A.N.) Club for middle school students. F.A.N. Club students have maintained their Body Mass Index and increased their aerobic endurance and strength. The Full Potential 2009: Actions on Obesity report highlighted how organizations have made progress addressing the original report's recommendations. It also laid out new initiatives for 2009 and beyond.



## OhioHealth: Wellness on Wheels Mobile Medical Facility

Wellness on Wheels (WOW) is a mobile medical facility that serves pregnant teens and young women in our community who might not otherwise have access to vital prenatal care. WOW was created in 1993 as part of the award-winning Project to Reduce Infant Mortality (PRIM), a partnership between OhioHealth's Grant Medical Center and Columbus City Schools that sought to reduce the high rates of infant mortality in Columbus's Near-East and South Sides. The PRIM partnership now also includes OhioHealth's Doctors Hospital and South-Western City Schools. WOW features a mobile pregnancy clinic staffed by a physician, nurses, a dietician and a social worker. The WOW unit travels to area schools to provide prenatal care, education and counseling, enabling young mothers-to-be to stay in school and access the healthcare services they need to deliver a healthy baby. From 1993 through 2007, the PRIM program served nearly 3,000 prenatal patients through more than 14,000 visits. The program assisted with the births of 1,777 infants and helped significantly reduce the infant mortality rate in the targeted neighborhoods. Estimated potential savings to the community through the avoidance of neonatal intensive care exceeds \$6 million.





### **OhioHealth: Project Mentor**

OhioHealth partners with Big Brothers Big Sisters of Central Ohio, Columbus City Schools and more than 65 other local businesses and organizations in Project Mentor, a program that brings together at-risk middle-school students and adult volunteers from the community to form one-on-one mentoring relationships. Volunteer mentors meet with students an hour a week during the school year and support students' academic needs and also their social and emotional development. Introduced in the 2007-2008 school year, Project Mentor aims to increase the high school graduation rate in Columbus City Schools from 73 percent to 90 percent by 2012. Independent research shows that mentoring can make a real difference in the lives of young people, including their overall academic performance, and can help and encourage them to stay in school, earn a diploma and become productive members of their community. In the first two years of the Project Mentor program, OhioHealth associates provided 1,324 volunteer mentoring hours and an additional 298 hours of planning and coordination, while serving students in Columbus Africentric Early College, Clearbrook Middle School, West High School and Whetstone High School.

### **Mount Carmel Health System: Community Outreach Program**

For more than 20 years, the Mount Carmel Community Outreach program has been providing care to those in our community who can least afford it. Although it started out as clinics within local homeless shelters and soup kitchens, the Mount Carmel Community Outreach program has operated from a mobile coach – a medical office on wheels – for the past 11 years. The Outreach Mobile Coach travels to low-income neighborhoods, homeless shelters, soup kitchens and immigrant communities to provide basic care to those in need. Staffed with a physician, nurse practitioner, nurses, an emergency medical technician and bilingual case workers, the staff of the Outreach Mobile Coach provided 11,114 services last year, ranging from immunizations to case management to health education to physicals to minor surgery. Beyond the service it brings to those in need, the Outreach Mobile Coach also acts as a training ground for medical residents, who accompany the coach to some of its clinics to provide care to underserved populations. Mount Carmel Community Outreach also runs the award-winning Door-to-Door Immunization Program each summer in low-income neighborhoods, providing child and adult immunizations and school physicals.





## Subsidized Health Services

*Subsidized health services are clinical programs provided to the community, despite a financial loss, such as emergency and trauma services, burn units and interpreter services. If hospitals could no longer afford to offer these services, they would no longer be available in our community.*

### **OSU Medical Center: The OSU Burn Center**

The OSU Burn Center at The Ohio State University Medical Center, a component of Ohio State's Level 1 Trauma Center, coordinates clinical, research and educational activities related to burn care and expands collaborations with trauma, physical rehabilitation, critical care, wound healing and other programs instrumental in the successful treatment of burn survivors. The Center is the only program in central Ohio that specializes in the treatment of adults with burns. Though Ohio State performs many of these functions at a loss to the organization, the community would be left to bear the cost of these vital burn care services through either governmental or non-profit organizations without the support of the Medical Center. Programs include burn prevention outreach programs (such as first responders and advanced burn life support education); support groups such as the Buckeye Burn Support Group and Survivors Offering Assistance in Recovery (SOAR), which provide professional and peer support to survivors and families; and Burn Survivor Family Camp, which offers survivors and their families a weekend of canoeing, fishing, swimming, hiking and fellowship with members of Ohio State's burn care team.

## **Nationwide Children’s Hospital: Center for Child and Family Advocacy**

The Center for Child and Family Advocacy (CCFA) is a joint partnership between Nationwide Children’s Hospital and the Columbus Coalition Against Family Violence. CCFA was the first facility in the country to fully integrate child abuse and domestic violence services offering a continuum of support for victims from prevention through long-term therapy and support. A team of dedicated child abuse medical professionals, therapists, law enforcement, child welfare workers, prosecutors and domestic violence advocates provides comprehensive treatment for families and holds perpetrators responsible. CCFA has become a national model for bringing key agencies and services together under one roof, creating an environment that is less traumatizing for the whole family, and allowing the victim to begin recovering sooner.

## **OhioHealth: ConvenientCare Mammography**

Regular mammograms are critical to the early detection and treatment of breast cancer. Unfortunately, many women – in particular, working mothers trying to balance the dual demands of a family and a job – find it difficult to make time for an annual breast exam. To help make it easier for working women in Columbus to get this essential health care service, OhioHealth’s Grant Medical Center launched its ConvenientCare Mammography program in 2004. The program offers a shuttle service that picks up patients working in downtown Columbus and delivers them to a noontime mammogram appointment at the hospital. The screenings feature Computer-Aided Detection, a state-of-the-art scan of the mammogram that provides an additional reading for the earliest detection of breast cancer. After the exam and consultation, as well as a complimentary lunch, the patient is returned to her workplace. And all of this usually takes place within one hour. Since ConvenientCare Mammography was launched in 2004 more than 1,300 women have taken advantage of the program.





## **Mount Carmel Health System: Health Stations**

Sometimes people in high-risk populations for health concerns only feel comfortable seeking care in familiar environments. Mount Carmel Health Stations are fully equipped health centers in neighborhood churches that serve parishioners, as well as others in communities surrounding the churches. Although 71% of the patients Mount Carmel Health Stations serve are minorities, patients come from a variety of backgrounds. Staffed with a physician, nurse practitioner and other healthcare professionals, Mount Carmel Health Stations provide a full range of healthcare services, from physicals and primary care to screenings and wellness education, in a nonthreatening environment. Located on the bus route at First Church of God, 3480 Refugee Rd., and at United Methodist Church for All People, 946 Parsons Ave., Mount Carmel Health Stations accept most health plans and provide financial assistance to those who qualify. Last year, Mount Carmel Health Stations provided more than 6,000 health screenings and educational programs and had 2,400 patient visits for treatment and primary care. Of the patients that were treated, more than 200 did not have any other source for primary care, and 127 patients would have otherwise used an area hospital emergency department for nonemergency care.

## **Mount Carmel Health System: PrescriptionEase Program**

For uninsured patients, life-saving prescription medications can be out of reach due to sheer cost. That's where Mount Carmel's PrescriptionEase program comes in. PrescriptionEase staff screen and educate Mount Carmel patients as to what pharmaceutical company assistance programs they may qualify for and help them navigate the application process. Once qualified patients receive the medications, PrescriptionEase staff also track all medications for patients and provide follow up with refills and yearly reenrollments. For a third consecutive year, the PrescriptionEase Program was granted exclusive approval by Bristol-Meyers Squibb to expedite applications for Plavix<sup>®</sup>, a drug that helps prevent blood clots, without the required income paperwork for underserved heart patients. By expediting the process, patients can have a free 90-day supply of Plavix<sup>®</sup> shipped the next day. PrescriptionEase is one of only three advocacy programs in the country granted this privilege. In its first four years of existence, PrescriptionEase has helped more than 650 underserved patients and saved them \$1.8 million.



## Health Professions Education

*Health professions education benefits are the unpaid costs to educate the current and next generations of physicians, nurses and other health professionals.*

### **OSU Medical Center: Training Programs Create Healthy Communities**

Each year, Ohio State enriches our state by training more than 800 medical students, 500 postgraduate residents and research fellows, 1,800 students in the allied medical professions and hundreds more in biomedical science fields ranging from anatomy to pharmacology. All the while these students are able to care for our community by training to become the health care professionals of tomorrow. The Ohio State University Medical Center's mission to find new and better ways to improve the health of our communities gives birth to such programs as its nationally recognized Urban and Rural Family Medicine residency programs. Students involved in these programs are able to address the health needs and obstacles to access that both the rural and urban populations in Ohio share.



### **Nationwide Children's Hospital: Student Internships**

Nationwide Children's runs a Summer Education and Research in Clinical Healthcare (S.E.A.R.C.H.) program. S.E.A.R.C.H. recruits minority students from historical black colleges and universities to intern in the areas of Cardiology, Ambulatory and Research for a six-week program. Nationwide Children's Hospital received the New Business Comer of the Year Award in 2007 and received the Presidential Award from Wilberforce University in 2008 for outstanding internship experience for their students. Nationwide Children's also partnered with our neighborhood urban high schools to provide career development training to selected juniors and seniors interested in pursuing careers in allied healthcare. This three-week mentoring program consists of students shadowing our employees in various parts of the hospital, together with career and life-skill instruction. As an added incentive and bonus, two participating students receive a \$1,000 college scholarship for the best essay describing their three-week experience.

## **OhioHealth: Center for Medical Education + Innovation**

OhioHealth's Center for Medical Education + Innovation (CME+I) is a state-of-the-art medical education and training laboratory that incorporates some of the most advanced patient simulation and education technologies available anywhere in the world. Housed at Riverside Methodist Hospital, CME+I is revolutionizing physician training and driving improvements in patient safety and quality of care. In the Center's Virtual Care Unit, medical professionals train with sophisticated patient simulators in a variety of settings, from operating room to trauma center to mass casualty environment, and receive immediate feedback and data-driven evaluation of their skills. In the Center's Laboratory Skills Center, medical professionals practice and perfect clinical procedures such as suturing and catheterization on patient simulators that can mimic thousands of different physiological responses. CME+I also serves as a test site for new medical technologies and innovations, drawing medical scholars, doctors and vendors from across the country to Riverside to evaluate and perfect their equipment and techniques. This influx of talent and resources stimulates greater innovation and improvement in the safe and expert delivery of health care, which benefits our community now and in the future.

## **Mount Carmel Health System: Graduate Medical Education and a College of Nursing**

Mount Carmel trains physicians and nurses who go on to help meet the community's growing healthcare needs locally and across the state and country. Mount Carmel's Graduate Medical Education program trains new physician medical school graduates in six residency programs: Family Practice, Internal Medicine, General Surgery, Obstetrics/ Gynecology, Orthopedics and a Transitional Year program for medical residents who want to pursue subspecialty training. Mount Carmel College of Nursing is among the largest baccalaureate nursing programs in Ohio with an enrollment of 750+. Based on the Mount Carmel West hospital campus, the College offers a bachelor of science degree in nursing through: (1) a traditional four-year program, (2) an RN-BSN Completion Program for registered nurses who have a nursing diploma and want to pursue a bachelor's degree in nursing, and (3) a Second Degree Accelerated Program for individuals who already have one college degree and want to pursue a nursing degree. The College also offers a Master of Science degree in nursing in adult health, nursing education and nursing administration. It also offers a dietetic internship program and an online refresher course for nurses.

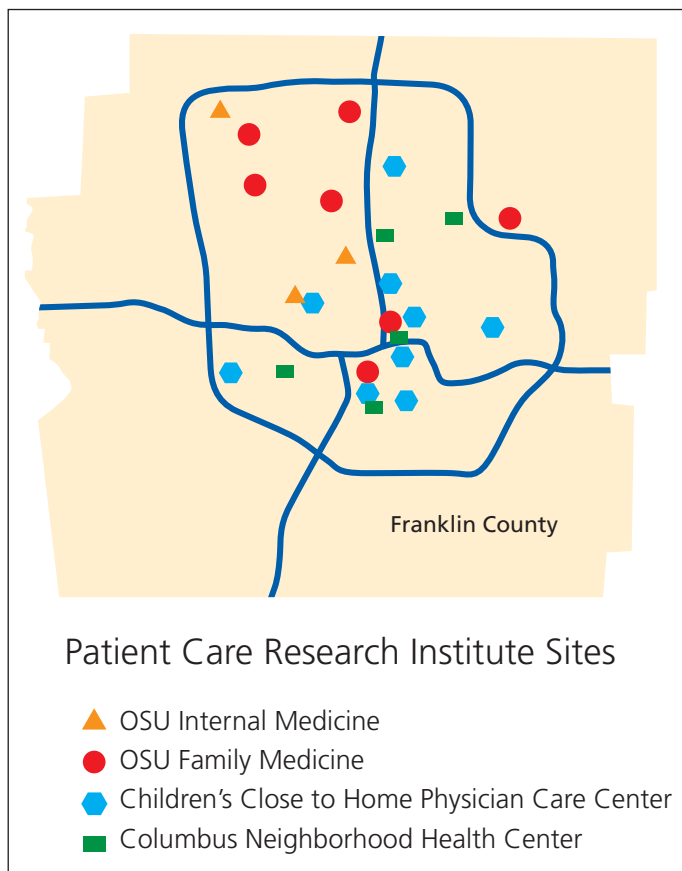


# Research

*Research benefits are the costs of clinical and community health research as well as studies on healthcare delivery. This research includes studies on therapeutic protocols, innovative treatments, health issues for vulnerable persons and research papers for professional journals.*

## **OSU Medical Center: The Ohio State Primary Care Research Institute**

The Ohio State Primary Care Research Institute (PCRI) fosters, facilitates and reports interdisciplinary research to optimize health, inform public policy and improve health outcomes. The PCRI's collective laboratory is the seven clinical practices of Ohio State's Primary Care Network, three clinical practices of Ohio State's Specialty Care Network, nine pediatric primary care centers of Nationwide Children's Hospital and five practices of the Columbus Neighborhood Health Center, Inc. With 125 primary care physicians, these 24 practices serve a diverse patient population and provide care through more than 340,000 patient visits per year. Current studies focus on increasing PAP smear screening among Appalachian women, identifying factors related to tobacco use and determining variables that contribute to their increased risk of cervical cancer. Another study is testing a program to improve colorectal cancer screening among male and female patients over age 50, and another seeks to improve services for problem drug use and other risk-taking behavior for youth through early identification.



## **OSU Medical Center: Reducing Diabetes and its Complications**

Diabetes is growing in central Ohio, and Ohio State researchers have shown that African-Americans are especially vulnerable to the condition. If unmanaged, the disease can have debilitating side effects, including heart disease and blindness. Two Ohio State research programs are looking for ways to reduce diabetes in at-risk groups and to help those who have the disease control it better. Dr. Kwame Osei directs Ohio State's Clinical Diabetes Research Center (DRC), which is currently studying new drugs to treat diabetes and the impact of bariatric surgery and angioplasty on type 2 diabetes. Along with The Ohio Commission on Minority Health, the DRC is also training minority healthcare providers to be Certified Diabetes Educators. Dr. Leon McDougale and his team are leading a healthy-lifestyle education program for African-Americans with diabetes and their support persons. Called F.I.T.N.E.S.S., the program is funded by the Columbus Medical Association Foundation and the Crisafi-Monte Foundation.

## **Nationwide Children's Hospital: Center for Injury Research and Policy**

The Center for Injury Research and Policy (CIRP) found that 850 bicycle-related injuries occur every day in the United States and that adolescents 15 through 18 were four times more likely to sustain a fatal injury. In an effort to decrease injuries, CIRP and the Nationwide Children's Trauma department have distributed 9,000 helmets since 2004. However, for helmets to be preventative, they must be worn and fitted correctly. With the support of CIRP and local safety advocates, the Columbus City Council passed an ordinance requiring children under 18 to wear a helmet while riding bikes and scooters or while using skateboards, in-line skates or roller skates. The ordinance commenced July 2009 with a Nationwide Children's outreach education campaign and distribution of 3,000 free helmets, funded by the Blue Jackets Foundation. The Columbus helmet initiative is an example of local organizations and legislators joining resources and utilizing research to educate the importance of safe cycling to community members.



## **OhioHealth: Latina Breast Cancer Project**

The OhioHealth Research & Innovation Institute's Latina Breast Cancer Project is the only program in central Ohio that provides culturally competent breast health education in Spanish. Supported by a grant from the Columbus affiliate of Susan G. Komen for the Cure, the program uses educational classes and a Spanish-language hotline to link Latina women to community resources for breast cancer screenings and treatment. Latinas die from breast cancer at a higher rate than Caucasian women. One of the reasons for this is that Latina women often are diagnosed at much later stages of the disease. Early detection saves lives, and the key to early detection is education. And one of the biggest obstacles to education is the language barrier. The Latina Breast Cancer Project offers educational classes about breast cancer to groups of Latina women in their homes, churches, schools and other convenient neighborhood locations. The hotline answers questions women may have about breast cancer and directs them to places where they obtain a free or low-cost mammogram and clinical breast exam. Since it was launched in April 2007, the project has distributed educational material to more than 2,000 women, placed articles in local Spanish-language publications, fielded more than 1,800 phone calls and referred approximately 650 women to mammogram services.

## **Mount Carmel Health System: Participation in the Columbus Community Clinical Oncology Program**

Mount Carmel has access to more than 20 national cancer research groups through partnership in the Columbus Community Clinical Oncology Program (CCCOP), a consortium of 15 central Ohio hospitals and 150 healthcare professionals. Mount Carmel's participation in this program means that patients have access to national clinical research trials on a wide variety of cancers in a familiar setting close to their home, instead of traveling quite a distance to participate. Patient eligibility depends on the diagnosis, types of clinical trials currently underway and other patient demographics. CCCOP nurses monitor clinical trials underway and work with surgical, medical and radiation oncologists to determine if patients are an appropriate match for any of these trials. Once patients are accepted into the research trials, the nurses then closely manage the protocol and monitor all patients during the trials. They follow up regularly once treatment is complete. Many of these trials have led to the FDA approval of common medicines today, such as Herceptin, Tamoxifen and Gleevec. In calendar year 2008, 11% of all cancer patients at Mount Carmel were enrolled in clinical trials, leading to a commendation citation by the American College of Surgeons.



## Donations/Sponsorships

*Donations and sponsorships are funds and in-kind contributions provided to community groups and other not-for-profit organizations. In-kind services include time paid for by hospitals and contributed by staff to the community. Costs associated with space, food, equipment and supplies donated to not-for-profit community groups for meetings or programs are also included.*

There are many organizations throughout Franklin County that are working to improve the lives of central Ohioans. Hospitals are proud to support our partners in helping make central Ohio a great place to live, work and raise a family:

American Heart Association  
American Lung Association  
Arthritis Foundation  
Brainstorm Ohio: Brain, Aneurysm Awareness and Support Group  
Catholic Social Services  
Children's Hunger Alliance  
Columbus Asian Festival  
Columbus Coalition Against Family Violence  
Columbus Urban League  
Community Shelter Board  
Council of Healthy Mothers and Babies  
Cystic Fibrosis Foundation  
Fore Hope  
Goodwill Columbus  
Good Neighbor Agreement Organization Printing  
King Arts Complex  
Komen Columbus Race for the Cure  
Long Street Tour  
Lukemia & Lymphoma Society  
March of Dimes  
Metro High School Festival of Friends  
The Ohio State University College of Nursing  
Prevent Blindness Ohio  
Ronald McDonald House Charities  
Techstart  
YMCA of Central Ohio  
YWCA of Central Ohio



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