

Community Benefit 2007

Targeting the Health Concerns of our Community



Northern
Michigan
REGIONAL HEALTH SYSTEM

Dear Neighbor,

At Northern Michigan Regional Health System, we recognize that patients across the region look to us to not only treat illness and injury, but also to impact the health and wellness of the communities we serve.



In collaboration with other community organizations, we work to identify leading health-related concerns and provide targeted outreach programs to address specific community needs, including heart disease, cancer, stroke, and obesity.

Access to health benefit services and programs can provide measurable improvement in the overall health and well-being of residents of these communities. Many of our programs are geared towards children, to ensure that our future generations can make informed choices regarding behaviors that will affect their health.

In 2007, we offered 164 community health education programs, including 44 school-based programs, 34 community health education support groups, and eight health fairs. We also conducted a total of 46 community-based health screenings, overall impacting the lives of over 40,000 people.

Here's to a healthier tomorrow!

Thomas C. Mroczkowski
President & CEO

✦ Mission

Providing healthcare as we expect for our own family

Northern Michigan Regional Health System

Northern Michigan Regional Health System is comprised of Northern Michigan Regional Hospital, Northern Michigan Regional Hospital Foundation and the following organizations dedicated to healthcare and the provision of health-related services in northern Michigan.

Northern Michigan Regional Hospital

A 243-bed regional referral center located in Petoskey, serving residents in 22 counties across northern Lower Michigan and the eastern part of the Upper Peninsula.

Northern Michigan Regional Hospital Foundation

Dedicated to raising funds that help Northern Michigan Regional Hospital achieve its mission of providing healthcare as we expect for our own family which includes fulfilling the technology and facility needs as well as providing health education and research.

Boulder Park Terrace

Not-for-profit nursing home and sub acute rehabilitation center owned by Northern Michigan Regional Hospital and Charlevoix Area Hospital.

Community Free Clinic

Clinic providing healthcare to uninsured members of our community who have limited or no access to healthcare.

Hospice of Little Traverse Bay

Providing end-of-life and consoling care for the residents of Emmet, Charlevoix, and Cheboygan counties.

The Living Room Adult Day Services

A program for elderly and disabled individuals who need a place away from home.

VitalCare

In partnership with Northern Michigan Regional Hospital and Cheboygan Memorial Hospital, VitalCare provides home healthcare resources through nurses, aides, therapists, and medical equipment.

A map of Michigan showing county boundaries. The counties in the northern part of the state are shaded in green, while the counties in the southern and western parts are shaded in tan. The text is overlaid on the left side of the map.

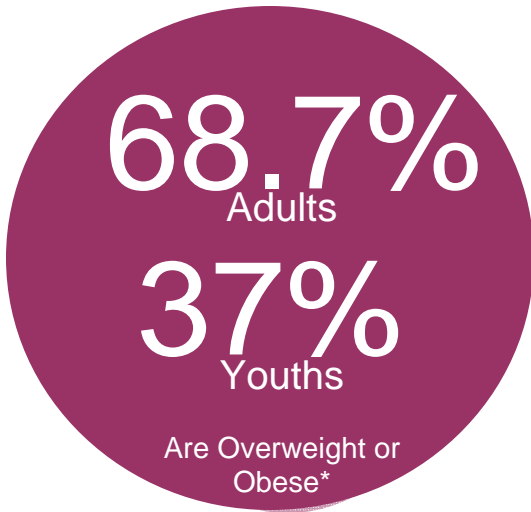
Community Benefit

Community benefits are programs and services that address identified community health-related needs, regardless of source or availability of payment, and provide measurable improvement in health access, health status, and the use of healthcare resources.

As a not-for-profit organization, Northern Michigan Regional Health System is committed to addressing the health needs of the communities we serve through a variety of programs and screenings. But health promotion is more than identifying health problems. It is also about helping to develop and implement solutions that improve the overall health of the region.

The area shaded in green represent the counties in which we serve as a regional referral center. Health concerns identified within our service area are addressed through appropriate resources and services offered through our health system.

In the following pages, learn about the leading health concerns of our region, and how Northern Michigan Regional Health System is working to address them.



Obesity

Community Events (In Collaboration with Community Organizations)

- Let's Get Moving Northern Michigan
- Meltdown
- Carb Counting Educational Program
- Nutrition / Weight Management
- Diabetes Education & Support
- Body Composition Analysis
- Northern Michigan Action For Healthy Kids Activities



* Source: Michigan Department of Community Health



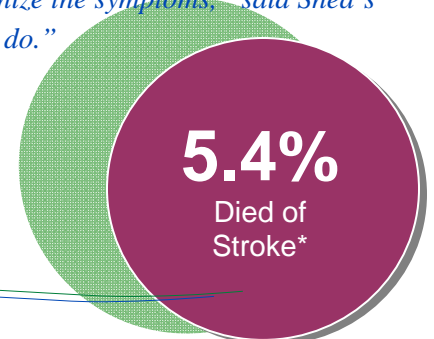
The Northern Michigan Regional Health System Community Health Education Center educates 5th graders in our region through a uniquely designed program called R3 (**R**educe, **R**ecognize, **R**espond). R3 is a formula that helps kids identify signs of heart attack and stroke.

Young Boy Puts R3 to the Test!

Rochelle and her family were dining in Petoskey when her husband felt he was “coming down with something.” Son Shea immediately began evaluating his symptoms. He said, “Dad, repeat after me: The sky is blue” Next, Shea said, “Now smile big.” Lastly, he said, “Raise both your arms up.”

When arms went up easily and symmetrically, Shea said, ‘You’re fine Dad,’ and continued to draw pictures on the paper tablecloth,” said Rochelle. Shea was ruling out stroke, using information he learned through the R3 program offered to area fifth-graders by the Hospital’s Community Health Education Center. The message is getting through.

“Although my son is just a kid, if he were exposed to someone actively demonstrating stroke symptoms, not only would he be able to recognize the symptoms,” said Shea’s mom, “he’d know what to do.”



Stroke

Community Presentations and Education

- Stroke Talks

School-aged Education

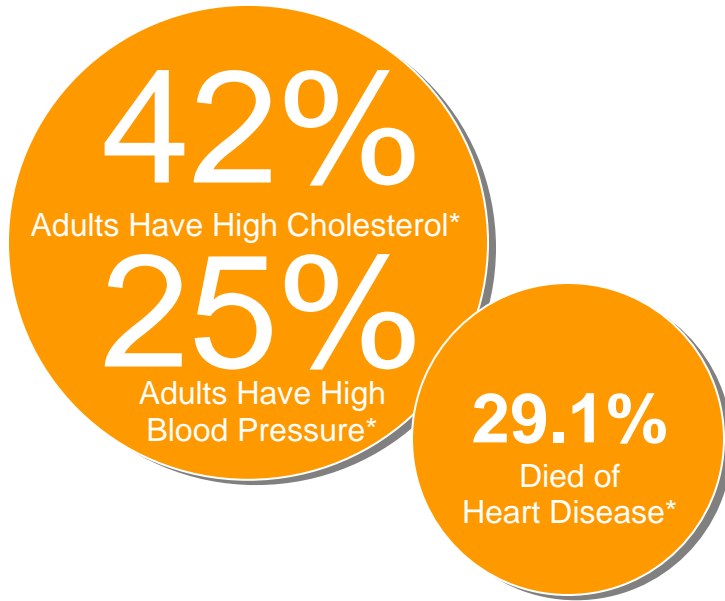
- R3 – The Formula to Save Lives

Health Screenings

- Arterial Ultrasound – Carotid Health

Support Groups

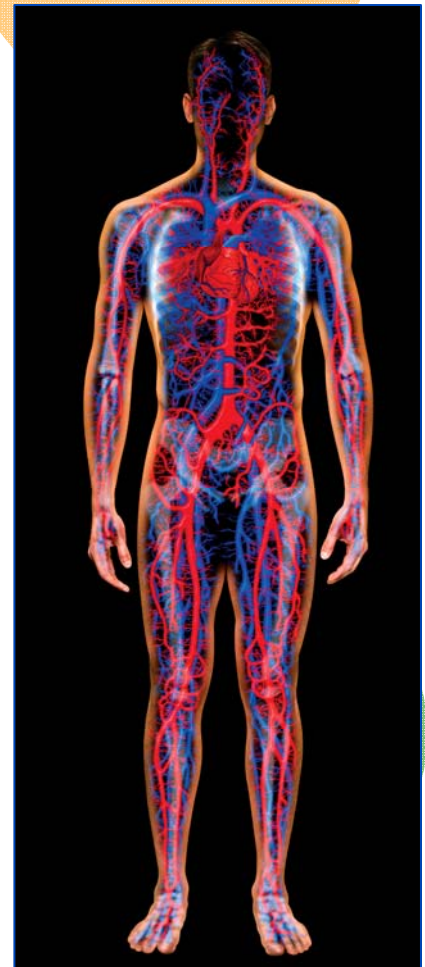
- Stroke and Speech Support Group



Vascular

Community Presentations and Education

- Peripheral Artery Disease (PAD) Talks
 - Arterial Ultrasound – Neck, Abdomen, Legs
- ### Health Screenings
- Arterial Ultrasound – Neck, Abdomen, Legs
- ### Support Groups
- Vascular Support Group



Heart

Community Events (In Collaboration with Community Organizations)

- Women's Heart Event
- Heart Health Awareness Event
- Let's Get Moving Northern Michigan
- Target Your Heart

Community Presentations and Education

- Heart Disease – Know Your Risks
- Stress Management
- Tobacco Cessation/Smoking Counseling
- Diabetes Education and Support
- Nutrition/Weight Management

School-age Education

- Heart Health Education and Screenings for High School Students

Health Screenings

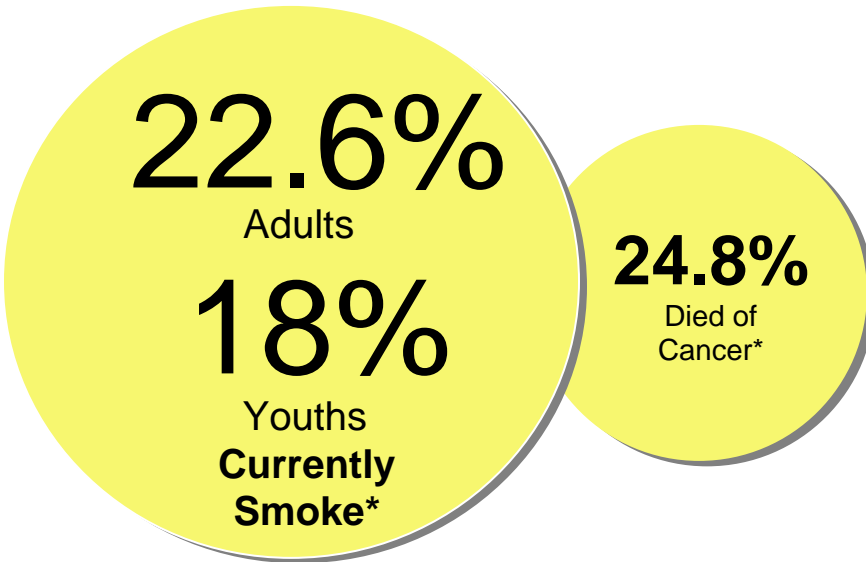
- Heart Health Screenings and Community

Support Groups

- Cardiac Support Groups

* Source: Michigan Department of Community Health





Todd M. Sheperd, MD, of Primary Care Sports Medicine, works with the Community Health Education Center to teach our youth about the risk factors of smoking, through a program called Tar Wars.

Cancer

Community Events (In Collaboration with Community Organizations)

- Bike 4 Breast Cancer Pink Ribbon Ride, Cancer Crusaders, American Cancer Society Relay for Life, Camp Quality, Cancer Survivors Day, Bone Marrow Registry Drive

Community Presentations and Education

- Cancer Talks
- Breast Health and Imaging Talks
- Tobacco Cessation/Smoking Counseling

School-age Education

- Tar Wars Youth Prevention Program
- Sun Smarts for Kids

Health Screenings

- Prostate
- Breast
- Skin Cancer
- Colorectal

Support Groups

- Just For Us
- Focus on Living
- Ostomy Support



** Source: Michigan Department of Community Health*

Community Free Clinic

The Community Free Clinic Mission is to provide free access to primary medical care services for individuals in our area who are low income, have no health insurance or are underinsured, and are not eligible for government health programs. To serve as an organizing entity for those health professionals and others willing to volunteer their services to meet this healthcare need in our community.



“The Community Free Clinic has my asthma under control. Not sure what I would have done without them!”

Tammy
Community Free Clinic Customer

“I work 7 days-a-week and have no benefits . . . the medications I need cost more than what I make in a month.”

Kathy
Community Free Clinic Customer



Patient Visits	1,645
Cost per Visit	\$207
Value of Services/Products per Visit	> \$580
Total Patient Visits Since the Community Free Clinic Opened in 1998.....	11,342
Total Direct Expenses.....	\$340,372

Contributions/Donations:

Northern Michigan Regional Hospital Foundation through grants, community groups, businesses, churches, individuals, fundraising activities, and other foundations \$351,992.25

Northern Michigan Regional Hospital donated services \$71,432

* Source: Michigan Department of Community Health

2007 Community Free Clinic Patient Profile

Age:

99% Between 18 and 65

Marital Status:

61% Single
37% Married
2% Widowed

Gender:

53% Female
47% Male

Ethnicity:

95% Caucasian
2% Hispanic
1% Native American
1% Black
1% Other

Counties:

80% Emmet
7% Charlevoix
6% Cheboygan
3% Antrim
2% Otsego
2% Other

Employment:

53% Employed
47% Unemployed

Community Benefit Report

Northern Michigan Regional Hospital

Voluntary Community Benefit Services and Programs

	(Loss/Cost)
Community Health Education	\$291,068
Support Groups	\$26,636
Health Screening	\$56,946
Non-Billed/Reduced Fee Clinics	\$71,432
All Other Healthcare Support Services	\$21,562
Family Support Services	\$30,151
Free or Discounted Prescriptions/ Supplies to Patients	\$7,932
In-Home Services	\$84,901
Meals/Nutrition Services	\$2,387
Total Community Health Improvement Services	\$593,015

Other Voluntary Community Benefit

	(Loss/Cost)
Loss on Health Professions Education	\$335,684
Financial and In-Kind Contributions	\$317,020
Community Building Activities	\$27,208
Community Benefit Operations	\$65,611
Total Other Voluntary Community Benefit	\$745,523

Community Benefit Resulting from Unpaid Costs of Patient Care

	(Loss/Cost)
Medicaid Payment Shortfall	\$1,940,052
Charity Care at Cost	\$1,224,224
Bad Debt at Cost	\$2,899,544
Medicare Payment Shortfall	\$3,369,818
Other Public Programs	\$1,263,754
Subsidized Health Services	\$1,905,896
Total Unpaid Costs of Patient Care	\$12,603,288

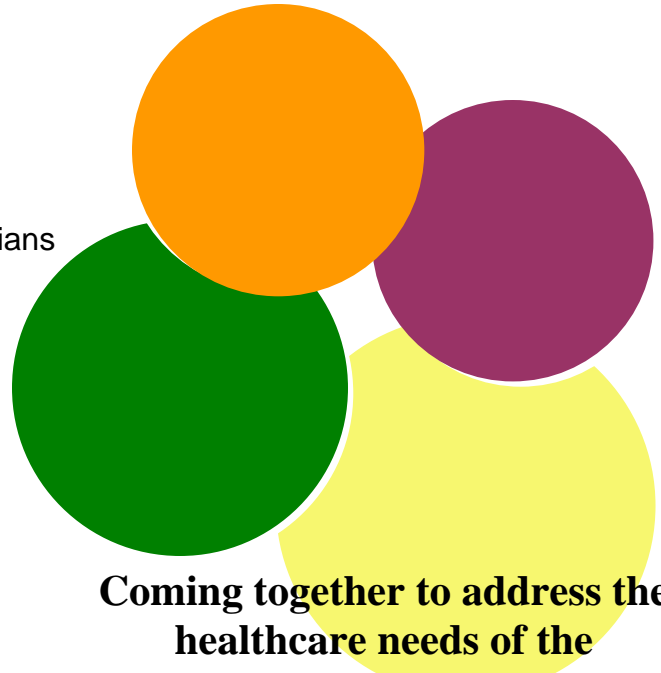
Total Community Benefit

\$13,941,826

Partnering for a Healthier Region

Northern Michigan Regional Health System partners and collaborates with many other community organizations in support of a healthy future. Some of these include:

- Allied EMS
- American Cancer Society
- American Heart Association
- American Red Cross
- Community Mental Health
- Harbor Hall
- Little Traverse Bay Bands of Odawa Indians
- Michigan State University Extension
- North Central Michigan College
- TIPDON
- United Way
- Women's Resource Center
- YMCA
- Area Senior Centers
- Businesses
- Churches
- Health Departments
- Schools
- Service Clubs and Organizations
- Youth Groups
- Other Human Service Agencies



Coming together to address the healthcare needs of the communities we serve.



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