

# 2013 Community Benefit Report



Atlantic  
Health System



## Dear Neighbors and Colleagues:

I am pleased to provide you with a copy of Atlantic Health System's *2013 Community Benefit Report*, which demonstrates the pivotal role our medical centers and health care system play in improving the health status of our communities.

At Atlantic Health System, our vision is to empower our communities to be the healthiest in the nation. We are dedicated to this goal by providing world-class medicine at our three medical centers — Morristown Medical Center (MMC), Overlook Medical Center (OMC) and Newton Medical Center (NMC) via outstanding physicians, procedures and technologies. In 2013, we had more than 818,000 patient encounters at our medical centers.

In addition to treating patients, Atlantic Health System is committed to creating healthier communities. In 2013, Atlantic Health System contributed over \$106 million to continue improving the health and well-being of the people we serve in the communities of Northern New Jersey, Pike County in Pennsylvania and southern Orange County in New York. This includes:

- \$72.5 million in free and discounted health care services to the poor, uninsured, aged and others who need a safety net.
- \$4.3 million on a broad array of community programs related to health care missions and responding to needs in the community touching over 2.6 million individuals.
- \$988,500 to other not-for-profits and community organizations.
- \$28.4 million was provided in services needed in the community despite a negative margin to our health system.

At Atlantic Health System, we also support a vibrant graduate medical education program, currently encompassing 280 residents and fellows. In addition, we contribute substantially to the local economy, purchasing millions of dollars in goods and services and employing over 11,700 people.

Atlantic Health System's medical centers mission of caring is matched by our commitment to service. We are committed to using our resources to make a meaningful difference in the quality of life for members of our community. Atlantic Health System is privileged to play a role in the lives of so many people in the community. This report serves to measure the value of our medical centers to the community.



Joseph A. Trunfio, PhD  
President and Chief Executive Officer  
Atlantic Health System



**In 2013,  
Atlantic Health System  
Contributed  
\$106,310,429  
in Community Benefit**

Community benefit are programs and services designed to create healthier communities.

# ATLANTIC HEALTH COMMUNITY BENEFIT SUMMARY 2013

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## **SECTION 1 - DIRECT PATIENT CARE** **\$91,991,165**

### **Medical Assistance Shortfall** **\$26,563,822**

NJ Medicaid is health insurance provided by the state covering low-income parents/ caretakers and dependent children, pregnant women and people who are aged, blind or disabled.

### **Uncompensated Charity Care** **\$45,980,563**

Free and reduced cost care provided for people unable to pay.

### **Subsidized Health Services** **\$19,446,780**

Clinical services provided by the health system hospitals despite a financial loss to the organization.

Financial loss is measured after removing losses from uncompensated charity care, bad debt and Medicaid shortfalls.

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## **SECTION 2 - PROFESSIONAL & PATIENT EDUCATION AND RESEARCH** **\$8,612,978**

### **Medical Education** **\$4,200,491**

Includes the salary expenses for supporting graduate and undergraduate medical education and other support activities, such as the hospital library.

### **Nursing Education** **\$325,521**

Includes the salary expenses for nurses educating and mentoring nursing students in the healthcare system during 2013.

### **Research Activities** **\$980,795**

Includes the clinical research expenses for cardiology, pediatric, surgery, oncology and emergency services shared with the public and funded by the government or other tax-exempt organization.

### **Patient Education** **\$1,438,129**

Includes salaries, benefits and other expenses for Community Health patient educators and patient education materials.

### **Clinical Education** **\$1,668,042**

Includes salaries and other expenses for clinical education programs run by the healthcare system to educate healthcare professionals and clinicians.

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**SECTION 3 - COMMUNITY EDUCATION, DISEASE PREVENTION AND HEALTH SERVICES** **\$4,648,471**

**Atlantic Center for Population Health Science and Community Health Departments** **\$1,055,298**

Includes community-based initiatives through grant acquisition and management, Community Health Needs Assessment, community school health programs, Teen HealthFX.com website, place-based approaches to community health improvement, and health literacy.

**Health Promotion, Education and Disease Prevention** **\$2,456,056**

Includes Overlook View magazine, Well Aware community newsletters, fitness programs, health fairs, Injury Prevention programs, patient education publications, including e-health newsletters, promoting wellness and disease awareness.

**Pastoral Care** **\$670,562**

Includes salary expenses for pastoral care staff that provides ministry to the healthcare system's patients, family and staff.

**Emergency Education** **\$329,637**

Includes the educational costs for training physicians, nurses and first-responders in the region. Also includes providing disaster preparedness training in the community.

**Carol G. Simon Cancer Center** **\$136,918**

Includes the costs for providing support groups, exercise classes, programs, screenings, counseling and survivor celebrations to the community free of charge.

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**SECTION 4 - COMMUNITY PARTNERSHIPS AND SUPPORT** **\$1,057,815**

**Patient Care Community Activities** **\$74,370**

Includes free flu shots, medications and diabetes supplies for people unable to pay, eye, dental and other health screenings, providing meals to the community and feeding the homeless.

**Sponsorships for Community Service Organizations** **\$944,305**

Includes support for numerous not-for-profit organizations that are aligned with the healthcare system. Also includes the costs for Sussex County Meals-on-Wheels program at Newton Medical Center.

**Community Building Activities** **\$39,140**

Includes coalitions for mental health issues and traumatic loss events, health information technology, healthy communities and school culture and climate. Also includes the costs for the community garden in the Summit community to encourage healthier lifestyles.

# About Atlantic Health System - OVERVIEW

## World Class Care

Atlantic Health System is one of the largest non-profit health care systems in New Jersey, providing a wide array of health care services. Comprised of Morristown Medical Center, Overlook Medical Center in Summit, Newton Medical Center and Goryeb Children's Hospital — all of which are accredited by The Joint Commission and members of AllSpire Health Partners — the system has 1,315 licensed beds and more than 3,123 affiliated physicians. Among the top 30 US hospitals, nationally ranked by U.S. News and World Report, and recognized by FORTUNE® as one of the magazine's "100 Best Companies to Work For"

Atlantic Health System's world-class facilities feature state-of-the-art equipment in a comfortable, family-friendly environment that puts patients first. Our nationally recognized physicians, experienced nurses and skilled staff provide outstanding and compassionate care. Atlantic Health System physicians are leaders in such specialties as pediatrics, orthopedics, cancer care, rehabilitation medicine, women's health, cardiovascular care, sports medicine and neuroscience.

**Morristown Medical Center** is renowned for the breadth and expertise of its cardiac services, performing the most heart surgeries in New Jersey. According to U.S. News & World Report, Morristown Medical Center is ranked nationally as the Best Hospital in four specialties, including orthopedics, cardiology & heart surgery, geriatrics and gynecology and is the Best Regional Hospital in eight specialties, including cancer, diabetes and endocrinology, gastroenterology and GI Surgery, nephrology, neurology and neurosurgery, orthopedics, pulmonology, and urology.

**Overlook Medical Center** was the first hospital in the Northeast to offer the CyberKnife® Robotic Radiosurgery System, a leading technology for precision radiation treatment of prostate cancer, brain tumors, spine, lung, liver and pancreatic cancers. According to U.S. News & World Report, Overlook Medical Center is the Best Regional Hospital in seven specialties, including gastroenterology and GI surgery, geriatrics, gynecology, nephrology, neurology and neurosurgery, pulmonology, and urology. Overlook Medical Center is the regional leader for comprehensive stroke care and neuroscience.

**Newton Medical Center** offers a variety of inpatient and outpatient programs and services in a state-of-the-art environment. Newton Medical Center is affiliated with the finest physicians in the region and also has a staff of specialists representing more than 40 medical specialties and subspecialties. They include cardiology, endocrinology, nephrology, oncology, orthopedics, pediatric neurology, and reconstructive surgery.

An important part of Atlantic Health System's mission is to improve the health status of its communities. In 2013, Atlantic Health System's Medical Centers engaged in 818,838 patient encounters, of which 72,744 were inpatient and 746,094 were outpatient.

Atlantic Health System delivers high-quality safe, affordable patient care with respect and compassion within a healing culture and provides considerable benefit to the communities it serves.

# Community Focus - OVERVIEW

The vision of Atlantic Health System is “empowering our communities to be the healthiest in the nation”. We are committed to finding ways to help people live and stay well through world-class care, innovative partnerships and impactful programs. This community benefit report demonstrates our ongoing investment in creating healthier communities. In 2013 alone, AHS reached over 2.6 million individuals with \$4.3 million worth of services.

Atlantic Health System’s mission is:

- › Deliver high-quality, safe, affordable patient care within a healing culture
- › Educate, in an exemplary manner all our human resources
- › Innovate through leadership

Atlantic Health System has conducted a Community Health Needs Assessment (CHNA) for each of its three Medical Centers in compliance with the requirements of the Patient Protection and Affordable Care Act (Pub.L. No. 111-148). The Patient Protection and Affordable Care Act’s intent is to accomplish three objectives: provide care for more people, make the health care system easier to use and lower the cost of care without sacrificing quality. The CHNA provided Atlantic Health System the opportunity to assess the current needs of its populations in Northern New Jersey, Pike County in Pennsylvania and southern Orange County in New York, while keeping a watchful eye on health disparities and matching community benefit resources to address the health priorities of the community. Atlantic Health System’s medical centers (MMC, OMC and NMC), in partnership with its diverse array of community representatives, have developed action plans to respond to its identified community needs. The medical centers chose priorities related to prevention and, in line with the National Prevention Strategy (National Prevention Council, 2011), to affect a broad range of health factors and outcomes before they cause significant problems in the future.

Atlantic Health System contributes significantly to economic development in the region. We are one of New Jersey’s largest private employers with 11,776 employees. In 2013, for the 5<sup>th</sup> year in a row, Atlantic Health System was honored to be among the Fortune 100 Best Companies to Work For® – the only hospital system in the New Jersey and New York metropolitan area to earn this prestigious, national recognition.

<b>Site</b>	<b>Number of Employees</b>
Morristown Medical Center	5,595
Overlook Medical Center	3,460
Newton Medical Center	1,121
Atlantic Health System	1,600
<b>Total</b>	<b>11,776</b>



# Morristown Medical Center

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## “A Game Changer for Health”: Morristown Medical Center Community Health Day recognized in 18<sup>th</sup> year

In 1996, the Church of God in Christ and Morristown Memorial Hospital co-sponsored the first “Family Day of Wellness”. Eighteen years later, the program has morphed into “Community Health Day”, with eight Morristown congregations, over 1,500 medical screenings, 500 participants, 60 exhibitors, and 100 volunteers. This event was cited by the Morris County NAACP as a “Game Changer for Health” in 2013 and continues to grow each year.

Gwen P. was a past participant and current volunteer for community health day. “It was there, I was diagnosed with Type 2 diabetes,” she said. “Had it not been for (Community Health Day) there is no telling what would have happened to me.” Gwen is one example of the hundreds of lives that have been altered by the partnership between Morristown Medical Center and the faith communities.



## Empower Award Winner: Carol G. Simon Cancer Center

The Carol G. Simon Cancer Center and the NJCEED Program at Morristown Medical Center received the Community Benefit Department Award for outreach, education and screenings in the community at the Atlantic Empower Awards. “We are very honored to receive this recognition for the all programs we provide to our patients and communities. We believe that our communities need information to empower them to take an active role in their health care and strive to provide the services and information necessary to take that action. Our belief is that by partnering with our communities, we can significantly impact on their quality of life and improve their health outcomes” said Gil Baez, Manager. This year alone, 65 people served by the Food Pantry and the Salvation Army have benefited from education provided by the Morristown Medical Center Community Health Department and NJCEED partnership.

An example of the this impact as a result of the partnership between the MMC Community Health Department and NJCEED working together was evident during a cholesterol screening at a local church. A woman approached the Community Health Staff to find out if the hospital offered any free uterine screenings because she did not have medical insurance or money to pay for a private doctor. A referral was made to the NJCEED program and the patient was contacted by the outreach worker. The NJCEED worker scheduled the appointment and walked her through the initial tests, where it was confirmed she had Uterine Cancer. Afraid, the patient did not know where to turn. The NJCEED worker provided emotional support and got the patient into the appropriate treatment. During this process, the hospital was able to connect the patient to an Affordable Care Act counselor who was able to sign the patient up for medical insurance. As of today, the patient is free of Uterine Cancer and is on the road to recovery.





# Overlook Medical Center

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## Award-winning Stroke Education & Screening Program

In 2013, Overlook’s Community Health Department earned the respected HRET Community Outreach Award from the New Jersey Hospital Association for its highly successful Stroke Education and Screening Program. The annual award recognizes hospitals and healthcare institutions for their collaborative efforts and programs that identify create and support innovative programs to meet specific needs, improve health status and enhance quality of life.

The Stroke Education and Screening Program, which includes free screenings, Brain Power ( an interactive inflatable brain and educational program about brain health) and lectures by a stroke survivor, is aimed at improving awareness of the signs and symptoms of stroke and encouraging people to dial 9-1-1 if they recognize those symptoms in themselves or others.

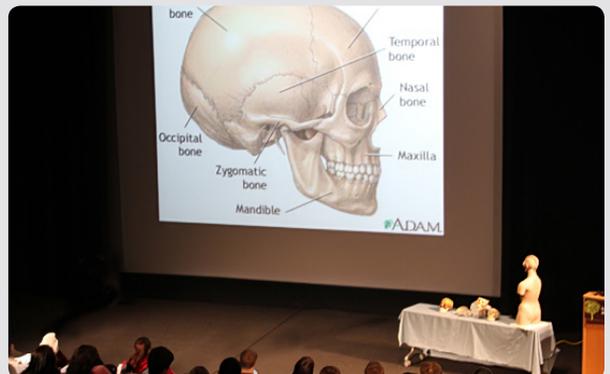
“Maintaining Overlook’s high standard of stroke care requires an ongoing commitment to community education about stroke risks and symptoms,” comments Joyce Passen, BSN, MBA, manager, Overlook Community Health. “Every minute a patient goes without treatment, two million brain cells die. Getting to an Emergency Department quickly is critical, and the race against time is optimized by knowing the signs of a stroke (FAST), immediately calling 911 and requesting to be taken to a designated stroke center. We’re delighted to see that our program is making a difference.”



## Empower Award Winner: Liberty Science Center Surgery Broadcasts

The Department of Neuroscience at Overlook Medical Center won the 2014 Empower Award for the Liberty Science Center Surgery Broadcasts. In this program, students from area schools travel to Liberty Science Center where they watch as delicate neurosurgery is performed at Overlook. Surgeries that were broadcast include extracting tumors from the brain or pituitary glands, repairing spinal column damage, implanting brain pacemakers to provide deep electrical stimulation to Parkinson’s patients and deflating dangerously ballooning aneurysms. Some operations even included removing the top of the skull, fully exposing the cranium.

To make the surgical procedures easier to understand, students hold and examine models of whole brains, bisected brains, and models showing cranial arterial circulation. They also pass around different kinds of sutures including dissolving and non-dissolving types. Audience members learn about anatomy, risk factors for brain and spine injuries or diseases, and careers in neurology research and medicine.





## Newton Medical Center

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### Dinner & Lecture for Better Health

In a busy world, it can be difficult for our community members to get access to reliable and understandable health information. At Newton Medical Center, the Dinner & a Lecture series has helped meet that need. Topics have included breast cancer, colorectal cancer, diabetes, nutrition/ healthy eating, stress, cardiovascular disease, arthritis, concussion care, emergencies, medication safety and substance abuse.

Each month participants are invited to attend the event with rotating topics for a minimal fee. This series has enabled us to capture an audience that may not otherwise come out to education programs. Although there is a regular following- new attendees show up at every lecture. In 2013, folks attended Dinner and a Lecture.

We have been able to identify a significant gain in subject related knowledge based on evaluations completed by our participants.

The following is a sampling of participant comments: " I look forward to coming to the dinner and a lecture series each month. I gain valuable information that I can use to improve my health". "Now, I know I need to make a follow-up appointment with my doctor, this information was a wake up call for me". "Excellent program, well organized".



### Empower Award Winner: Mentoring Students and Interns - Physical Medicine and Rehabilitation Services

The Department of Physical Medicine and Rehabilitation Services at Newton Medical Center won the Empower Award for their investment in the education of area students. In 2013, Rehabilitation Services spent approximately 1700 hours mentoring physical, occupational, speech therapy and exercise science students. *"It elevates everyone's practice to current standards. Working with students brings excitement and enthusiasm to the hospital and it also benefits patients, families and the community,"* comments Loretta Ritter, RN, BSN, Manager of Rehabilitation. The knowledge that interns gain during their time at Newton set a foundation for their future careers.





## kidFIT

The Goryeb Kid-FIT program helps children ages 6 to 21 live healthier lifestyles. The individualized approach offered at the kid-FIT program enables more focused and effective interventions can be created in the areas of improving nutrition and increasing physical activity. Over the past 5 years the program has worked with over 400 families. The kid-FIT program has received recognition from a variety of media channels including a segment of the CBS Early Morning Show, a live on-site segment of the Eyewitness News Show and multiple magazine and blog articles. One participants shared that kidFIT helped him, “gain confidence”, and was “excited to see a change so quickly. Another shared that the program helped them realize that “I can do anything that I put my mind to, and I realize this now because of kidFIT” Picture below shows the inaugural presentation of the Goryeb kid-FIT Cup in May 2014. The winning school was Cucinella Elementary who won the coveted kid-Fit Cup and \$500 for the school physical education department.



## TeenHealthFX

TeenHealthFX is an award winning website for adolescents who are looking for accurate information on a wide variety of issues related to physical health, as well as the many social and emotional issues faced by teens today. The format of the site, the sense of anonymity, and the accuracy of information provided has made it an extremely popular site with over 25 million users to date and over 50,000 questions submitted since its creation in 1999. In 2013 alone the site had 1.8 million unique visits who asked over 500 questions. One participant wrote, “There is no place else on the internet that is quite like your site. The questions asked can pertain to anyone, and the way that you answer them makes us feel comfortable to ask for your help...when I needed it you were there to answer my questions and give me that first step, the direct answer that told me to reach out and I might get some good results. I’ve written to you so many times over the past few years, starting when I was a freshman and saw your site on a list in health class, up until now, my senior year of high school...Almost exactly four years ago I was cutting myself and contemplating suicide; now I have a book of poetry published, I’m going to be graduating high school with a 3.88 overall GPA...Your website has inspired me...I hope that you will be around for a long time to continue helping people do things that they may never have been able to without your guiding words.”





## Empower Award Winner: Mary LoFrumento

Dr. Mary LoFrumento won the inaugural Atlantic Empower Award for her work in Hands Up for Haiti. Dr. LoFrumento, Director of the Global Child Health Program for Atlantic Health System, and a clinical assistant professor at the Mt. Sinai School of Medicine, is a founding member of Hands Up for Haiti, **a medical humanitarian organization committed to improving the quality and sustainability of health care in northern Haiti.**

“Prior to my first trip to Haiti in 2010, I had no experience in delivering health care in the developing world.” Although hesitant at first and not sure what skills I had to add to this mission, I agreed to go for a one time, week long medical mission” That one week changed my life and my entire focus of medicine. Since the first trip, Dr. LoFrumento has led six trips, taking over 17 residents, 7 medical students and 5 faculty to treat over 3,000 children. One student shared, “For me, traveling to Haiti as a resident was a life-changing experience that helped me grow not only as a physician in training, but as a person”





## Centralized Services

### Health Professions Education

Atlantic Health System strengthens communities by training New Jersey's future health care professionals. In 2013, Atlantic Health System trained 280 residents and fellows in addition to many third- and fourth-year medical students.

### Protection and Security Services/ Emergency Management

Atlantic Health System's Protection and Security Services / Emergency Management Department is committed to providing a safe and secure working environment for staff, students, volunteers, patients and visitors and oversees Atlantic Health System's response to community emergencies. Protection and Security Services/Emergency Management is involved in many community planning committees and provides training and educational program in the community.

### Atlantic Ambulance Corporation

Atlantic Ambulance Corporation ambulances and helicopters respond to individual health care emergencies as well as disasters in surrounding communities. In 2013, over 30,000 patients utilized an ambulance and 382 helicopter 9-1-1 dispatches were received.

### Atlantic Center for Research

Atlantic Health System medical centers have an enduring research history, with primary areas focused on cardiology, oncology, neurology, and pediatric endocrinology and gastroenterology. Morristown and Overlook medical centers are often one of few hospitals selected to participate in groundbreaking clinical trials to treat different types of heart disease, advanced cancers, including women's cancers and melanoma skin cancer, and movement disorders such as Parkinson's disease. Since the opening of Goryeb Children's Hospital in 2002, specialized centers have also been involved in research activities to improve outcomes for children with blood disorders, lung disease, gastrointestinal disease, hormonal and metabolic disorders, and neurological conditions.

In 2013, the Atlantic Center for Research launched a new website that provides information about open and enrolling clinical trials and research studies across Atlantic Health System medical centers. The tablet and smartphone-friendly website, [atlanticealth.org/research](http://atlanticealth.org/research), features a search tool that allows visitors to easily find trials based on disease area, keywords, and the name of the physician conducting the trial.

### Atlantic Health System Medical Library

Atlantic Health System libraries are open to hospital employees and affiliated physicians, as well as patients, their families and the general public. Our libraries have the largest collection of consumer health materials in New Jersey, including 4,000 health books as well as newsletters, magazines and free pamphlets, all written in non-technical language. From January through November 2013, 132 books were borrowed by the public.

### Environmental Sustainability

Consumers nationwide are increasingly concerned with preserving our natural resources and so is Atlantic Health System. Our goal is to pursue recycling and energy savings to the fullest extent possible. From grassroots employee efforts to large-scale construction projects, we are doing our best to treat our environment with respect. For instance, the new and expanded Neonatal Intensive Care Unit at Morristown Medical Center is certified as a Leadership in Energy and Environmental Design (LEED) project by the U.S. Green Building Council. LEED-certified construction projects use materials and finishes with more natural or recycled fibers and more energy-efficient ventilation systems.



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

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