The faces behind the facts

2007 Community Benefit Report
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“We won’t always know whose lives we touched and made better for our having cared, because actions can sometimes have unforeseen ramifications. What’s important is that you do care and you act.”

— Charlotte Lunsford, longtime volunteer advocate

When an organization is gathering information for its annual review, it’s easy to get caught up on the statistics that quantify growth and consumer satisfaction. However, it is the personal narratives buried within those numbers that help Summa Health System measure our true benefit to the community.

This report chronicles the small and not-so-small ways in which our efforts have impacted the lives of those we serve — from helping to provide children in a low-income Akron neighborhood with bicycles, to supporting the development of a global model for mental health treatment for soldiers on battlefields halfway around the world. We want to share a more intimate look at the compassion of our employees, staff, and physicians — and their impact on the people we serve.

These stories illustrate only a portion of Summa’s philanthropic commitment to Northeast Ohio. Our community health programs, community building efforts, charity care and in-kind contributions are all focused on stimulating better health in Northeast Ohio by emphasizing wellness and prevention.

Summa is inspired by the inherent philanthropic belief that we can have a transformational impact on the lives of those we serve. Duane Elgin, a noted educator and consultant, says transformational initiatives build strength by actively embracing diversity, encourage self-organizing leadership from the grass roots level, and bring a more reflective consciousness into the workings of systems. At Summa Health System, we strive to reflect these tenets in the work we do every day.

In 2007, the net cost of uncompensated care provided by Summa Health System was $31 million, of which over $14 million was charity care. While this represents the majority of our benefit to the community, we don’t confine ourselves to our own facilities. Summa’s expansion and increased regional presence has allowed us to more clearly identify and accommodate the needs of those we serve. Our carefully-planned growth strategies not only hold us to financial accountability, but also incorporate an increased obligation and ability to support the region.

Summa is privileged to serve this region and will continue adhering to our mission of providing the highest quality compassionate care to our patients and to contribute to a healthier community.

Thank you for entrusting us with your care.

Sincerely,

Thomas J. Strauss
President and CEO
Summa Health System

Thomas G. Knoll
Chair, Board of Directors
Summa Health System
When most people hear the words “post-traumatic stress,” they usually think of combat veterans suffering from events witnessed during a tour of duty. Unfortunately, post-traumatic stress can also result from a range of events, such as the threat of death due to disease; witnessing or being involved in a serious motor vehicle accident; workplace and industrial accidents; criminal victimization including domestic violence and rape; or exposure to disaster and terror.

The Center for the Treatment and Study of Traumatic Stress, located at Summa Health System’s St. Thomas Hospital, was created as a partnership between Summa Health System and Kent State University to investigate the psychological, sociological and biological aspects of traumatic stress. The Center bridges the two institutions by integrating intervention, education and research. It forges new treatments for survivors of trauma and trains a new generation of medical students, residents and doctoral students.

“Usually people are resistant to out-of-the-box thinking, but we had comprehensive support from both institutions,” says Stevan Hobfoll, Ph.D., Distinguished Professor of Psychology at Kent State University and director of the Center. “Each institution had major strengths that were complementary — a whole much greater than the sum of its parts. The partnership broke down the ivory tower on the University’s side and at the same time provided Summa with academic and training possibilities that hospitals don’t normally have.”

Dr. Joseph D. Varley, Chair of Summa’s Department of Psychiatry and the Center’s medical director, agrees. “It’s a unique collaboration. We not only have a mutually respectful integration of psychology and psychiatry, but we also have professionals from the areas of sociology, criminal justice, nursing, health education and immunology focusing their expertise on traumatic stress.”

Both doctors emphasize that this collaboration would not have been possible without the support of Dr. Joseph Zarconi, Vice President of Medical Education and Research at Summa Health System. A strong advocate for the program, he helped to facilitate funding from Summa Health System, the Summa Foundation and Kent State University, as well as various grants.
The Center is now a critical part of the training for psychiatry residents and students obtaining their doctorate in psychology.

Some of the research studies initiated by the Center are having far-reaching implications in the world around us. Dr. Dawn Johnson, clinical coordinator at the Center, recently was awarded a grant from the National Institute of Mental Health (NIMH) to continue developing a treatment program for female victims of domestic violence who are in shelters. The grant allows Johnson to offer continued counseling in a safe setting after the women leave the shelter. Her goal is to develop a counseling program that can be offered through domestic violence shelters nationwide.

Dr. Hobfoll, along with 20 of the world’s foremost trauma experts, developed the first comprehensive blueprint of five principles for the effective treatment of mental health trauma following mass casualty such as disasters, terrorism and war. This guide for mass casualty intervention has been endorsed by leaders at NIMH and creates a set of policies to be used in cases similar to Hurricane Katrina and the attacks of September 11th. These principles are already being translated to intervention and support policies for servicemen and women, providing for the first time a set of guidelines for commanders in the field whose soldiers are facing the extreme stress of combat duty.

“We seldom see such a direct connection from the work that we do to the major impact it will have on the well-being of our troops and our nation,” said Dr. Hobfoll. “And on a larger scale, how it clarifies the belief that we should take the fullest measure of responsibility when we send our young people into action or when our nation faces crisis.”
Remember when you were a kid and got your first bicycle? The ache in your lungs as your legs pumped the pedals as fast as you could and the wind rushed past your face? The feeling of freedom and the realization that you could travel further than you ever had before?

Tim House and Brian Miner remember it well and for the past two Christmas holidays, they and an expanding group of dedicated volunteers have worked to bring that feeling to an entire neighborhood.

Cycling friends for many years, House and Miner read about a group in Texas that raised money to provide low-income neighborhoods with Christmas gifts. Inspired by the simplicity of the project and its powerful impact, the two established Elves & More to try and duplicate the efforts here in Akron. When Summa learned about their organization in 2007, support of the project was quickly approved.

House and Miner began the annual project by consulting with a variety of community organizations to secretly select an economically disadvantaged community, with the intent of surprising every child in the neighborhood with a brand new bicycle or other age appropriate gift.

“The first year was a great learning experience for everyone,” laughs Miner, an architect with Hasenstab Architects, Inc. “With the help of our families, friends, neighbors, and generous volunteers, we delivered 400 bikes to an entire neighborhood.”

The greater part of the year is spent raising money to purchase the bikes and increasing awareness of Elves & More. Last year, Summa and SummaCare donated nearly half of the $44,000 needed to purchase 1,000 bikes. In mid-December hundreds of volunteers, including 50 Summa Health System employees and their families, met one weekend to assemble the bikes.

“To us, a bicycle represents so much more than a toy and that’s why we’re grateful for the support of Summa Health System,” says House, a senior analyst with the Timken Company. “If just one child out of the 1,000 who receive bikes uses it to go to the library and alters the course of their life, our project is a success.”
Early in the morning on the weekend before Christmas, semi-trucks loaded with bicycles, tricycles and Scoot-Abouts for toddlers were escorted to the chosen neighborhood by the Akron Police Department, with their sirens blaring. The bikes were unloaded and lined up for disbursement by the volunteers as the entire neighborhood gathered in astonishment.

“The concept of philanthropy is evolving right before our very eyes,” says August A. Napoli, president of the Summa Foundation. “It’s no longer limited to writing a large check and having an organization decide how best to use the funds — today’s philanthropists are looking to have a transformational impact with their time, talent and treasure. Tim and Brian are a terrific example of this — they saw a need in the community and took steps to dramatically affect the lives of these kids. Will it have a lasting impact on the state of poverty in America? We can’t be sure, but for these children, right here and right now in Akron, it is making an impression on them that they will most likely remember for the rest of their lives. And when they grow up, who knows how this will influence their own philanthropy?”
Sleekly angled, the glass and brick modern structure proudly anchors a once-blighted and neglected Akron neighborhood. The new home of the Akron Urban League on Vernon Odom Boulevard is the latest addition to a community that has undergone a remarkable transformation over the past decade.

“We saw the west-side area as a perfect destination for our new headquarters,” said Bernett L. Williams, president and CEO of the Akron Urban League. “Witnessing the metamorphosis of this community over the past ten years made us realize the tremendous impact we could have in continuing its growth and revitalization.”

Serving thousands of Akron citizens since 1925, the Akron Urban League provides services and training that emphasize job opportunities and training, economic development, antiviolence, health and wellness and mentoring, particularly for African-Americans and minorities.

Three years of planning, a $5 million capital campaign and countless meetings, phone calls and emails later, the collaboration between the Urban League and the city’s corporate, civic and community leaders resulted in the construction of a state-of-the-art building. In addition to housing the social services provided by the Urban League, the campus includes banquet and meeting space, a full-service childcare center, office space, classrooms, a computer lab and the Helen Arnold Community Learning Center.

Summa Health System has long supported the efforts of the Akron Urban League and was proud to support their capital campaign. Unanimously supported by Summa’s senior management and board of directors, the fundraising efforts also had tremendous grassroots backing from Summa employees who hosted a variety of events to support the capital campaign.

“The Urban League is such an asset to the community,” said Bob Harrigan, president of Summa Hospitals and current chair of the Urban League’s board of trustees. “Its mission and values are directly aligned with our plan for community investment and Summa was grateful for the opportunity to support not only the capital campaign, but to remain a true advocate.”
Summa works with the Urban League on a variety of initiatives, including education, employment and health programming opportunities, promoting their scholarship program by providing financial assistance to Summit County high-school seniors who are college-bound, and participating in their annual Career Fairs to attract a diverse workforce.

“Bob Harrigan has been very active in his role on our board,” said Williams. “During the capital campaign he and Marty Hauser, president of SummaCare, helped us get our foot in the door with some people who really weren’t familiar with our organization. Summa’s leaders were instrumental in actively recruiting involvement from other area healthcare institutions and medical insurers.”

Harrigan shrugs off the praise for Summa. “By contributing to the Urban League’s capital campaign, we are supporting our community and bringing our mission and values to life,” he says. “Our mission and values aren’t just words at the Summa family, we use them to prioritize and guide our efforts.”
Arriving at Akron City Hospital’s emergency department every morning promptly at 6:30, Mitch amiably greets his co-workers before tackling his daily assignments of creating charts, stocking rooms with linens and supplies, making beds and folding towels and sheets. Mitch, who is legally blind, seems to have found his niche in the healthcare field through the job training offered by Project SEARCH.

Established in 2006, Project SEARCH is a workforce development partnership between Summa Health System and the Six District Educational Compact, which includes Cuyahoga Falls, Hudson, Kent, Stow-Munroe Falls, Tallmadge and Woodridge school districts. The program provides unpaid job training and work experience to high school students with disabilities and helps them develop skills needed for competitive paid employment.

After completing the traditional four-year high school curriculum, eligible students agree to train and volunteer their skills during three unpaid 10-week rotations in various departments at Summa Health System. The students have a range of disabilities including autism and cognitive, developmental or physical disabilities. Prior to beginning the program, each student is evaluated regarding their interests, academic ability and social skill level by their special education case manager, a representative from the Bureau of Vocational Rehabilitation and the program coordinator for Project SEARCH, Pati Nelson.

“Summa’s commitment to Project SEARCH is amazing,” says Nelson. “Tom Strauss welcomed the concept from the beginning and the entire hospital system has consistently supported and encouraged our efforts.”

Working alongside job coaches provided by United Disability Services, the students learn and develop the technical skills necessary for a variety of hospital jobs including environmental services, clerical, nursing assistant, food and nutrition services, distribution, and patient transport. Summa Health System houses the program and pays for associated costs. According to Nelson, during just one 10-week job training session, the students provide over 1800 hours of work to support patient care.
“Mitch had to go through the regular interview process like any other internship candidate,” stresses Sandy Cox, R.N., manager of the Emergency Department at Akron City Hospital and Mitch’s supervisor. “It’s a fast-paced environment around here and something different happens every day. Mitch has proved that he’s a hard worker and understands the Summa philosophy of ‘patient first’ and service excellence.”

Since the program began, two students have been hired as food captains with Summa Health System. Mitch has applied to continue his work in the emergency department after completing the Project SEARCH program, and hopes to soon join his co-workers as an official employee.

“Summa’s investment in Project SEARCH offers a chance to many students who are facing limited opportunities for employment. But this program also benefits the community in ways that are rarely thought of,” says Nelson. “Anytime someone with a disability is out working instead of sitting at home — which is often no fault of their own — they’re earning money and paying taxes, instead of being supported by tax dollars. It’s a win-win situation.”
As Summit County’s leading provider of dental healthcare for the area’s underserved and underinsured populations, Summa Health System’s Center for Dental Health is filling an urgent need in the community. According to the Ohio Department of Health and the Summit County Dental Task Force, oral health is the region’s leading unmet healthcare issue.

Lack of dental care can impact the entire body, as well as affecting self-esteem. Tooth decay, gum disease, and oral infections are all the result of poor or untreated oral healthcare needs. “Before the dental clinic opened, these patients were seen in the hospital’s emergency room and the ER residents would do what they could,” says Dr. Marvin Cohen, director of the Center for Dental Health. “Today, thanks in large part to our new dental center, patients are receiving total care at a much lower cost in an environment specifically designed for oral healthcare.”

Since it opened in July 2007, the Center for Dental Health has treated more than 2,200 patients. “Numbers like this are encouraging,” says Dr. Cohen. “We have treated more patients in the clinic in six months than the total number of oral health patients treated in the ER in 2006. This clearly demonstrates the tremendous need for routine and preventative dental care.”

But the clinic does more than provide emergency services for its patients — it also offers routine dental care for adults and children, including oral surgery, periodontics, restorative and cosmetic dentistry, endodontics, and implant dentistry. Located on the Akron City Hospital campus, the state-of-the-art 3,000 square-foot clinic has six chairs and advanced high-technology equipment.

The Summa Foundation underwrote the construction of the Center for Dental Health while significant capital and program financial support also came from the Akron Dental Society, Akron Dental Society Auxiliary, Buckeye Community Health Plan, Doral, and St. Paul’s Episcopal Church. Additional charitable gifts and grants were used to fund equipment and program needs.
In addition to Dr. Cohen, four dental residents treat patients while fulfilling the requirements for Summa’s new General Practice Dentistry Residency program. The Summa Foundation provided initial funding for the residency program, which was created as part of Summa Health System’s overall medical education and research directive. The American Dental Association accrediting body has praised Summa Health System for its strong administrative support of the dental center.

“By offering these types of comprehensive and preventative dental services, area residents now have readily accessible dental care that can improve their oral health,” said Dr. Cohen. “It’s more cost effective for the hospital and better care for the patient. We are truly providing a vital service and working to meet the unmet needs of the community.”
It’s no wonder today’s youth are at a far greater risk of obesity than any previous generation: more time is spent in front of the television and computer, parents are concerned about the safety of children playing outside, and fast food restaurants seem to be on every corner.

A recent study from the Ohio Department of Public Health Studies shows that overweight children are now facing health risks previously associated only with overweight adults, such as Type II diabetes, coronary heart disease, hypertension and orthopaedic problems. Research like this underscores the importance of Summa Health System’s commitment to improving community health.

Bill Lohan, facility director at the Cuyahoga Falls Natatorium, decided to address this problem head-on by creating the Fit Kid Experience, a fitness training program targeting children ages 8 – 13. Summa Health System’s Cuyahoga Falls General Hospital Foundation recognized the importance of this effort and pledged their support by partnering with the Natatorium and helping to purchase child-sized, state-of-the-art cardiovascular and strength equipment.

“This program isn’t about babysitting,” says Karyn Petty, fitness program supervisor at the Natatorium. “We knew the program had to be fun to keep the kids coming back, but felt strongly that it also needed to be fitness-based and educational — kids need to learn the proper alignment for the machines, be able to identify their level of perceived exertion, and even use proper gym etiquette.”

The TV, air hockey table and couches were relocated and now the former lounge and game area at the Natatorium is filled with brightly colored, interactive kid-sized fitness equipment imported from Italy. By offering hip hop fitness classes, jump rope and sports-themed workouts, and activities that incorporate pop culture, the Fit Kid Experience at the Natatorium is uniquely tailored to the interests of the pre-teen set. Organizers even decided to include a youth Tai Chi class to offer a non-competitive, feel-good workout.

“The kids who come here are learning that it’s fun to be active,” says youth fitness instructor Lauren Bush. “To make it convenient for families, we offer the Fit Kid Experience classes after school and in the evenings when many parents come to exercise, so the whole family can be involved.”
Each week the Youth Fitness Center offers ten Fit Kid classes and ten circuit-training workouts, which alternate between cardio and weight station sets, along with core and balance exercises. Participants rotate through an instructor-led weight-training session; then move on to a cardiovascular workout, such as running on a pint-sized treadmill or bouncing on mini-trampolines to Hannah Montana’s latest hit.

“We wouldn’t be able to offer such a comprehensive program if it weren’t for the financial assistance from Summa,” says Petty. “The benefits of the program reach far beyond the physical — the kids are much more confident. They’re in an environment geared toward their age with incentives and goals to work for, and consequently their self-esteem is boosted because of their accomplishments. Best of all, they’re learning that fitness can be part of their lives in a fun way.”
Through our dedication to caring for those in need of medical care, regardless of the ability to pay, we continue to build on a longstanding tradition of doing our part to advance quality healthcare inside the hospital and beyond our doors. Because we are a locally-based, not-for-profit organization, the decisions that affect you and your family are made by people who reside here, who know the community and the healthcare needs of its residents. Summa Health System is committed to using its resources to improve the community through initiatives focused on community health, workforce development, community-based research, community development and maintenance of critical negative margin health services. These are worthwhile investments for Summa to make along with its community partners.

Using the Catholic Health Association’s community benefit reporting model — nationally recognized as the industry standard in reporting community benefits — Summa Health System presents the following summary of its community benefit activity in 2007:

**Summa Health System**

**Net Community Benefit Categories**

(in millions)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Charity Care</td>
<td>$14</td>
</tr>
<tr>
<td>~nearly 30,000 people benefitted from charity care assistance in 2007</td>
<td></td>
</tr>
<tr>
<td>~25,000 benefitted from charity care in 2006</td>
<td></td>
</tr>
<tr>
<td>Unpaid Cost of Medicaid</td>
<td>$10.2</td>
</tr>
<tr>
<td>Community Health Improvement Services</td>
<td>$.5</td>
</tr>
<tr>
<td>Health Professions Education</td>
<td>$3.5</td>
</tr>
<tr>
<td>~over 4,000 people receive clinical training and continued education services from Summa each year</td>
<td></td>
</tr>
<tr>
<td>Subsidized Health Services</td>
<td>$13</td>
</tr>
<tr>
<td>-an increase of 1 million dollars over previous year</td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>$2.4</td>
</tr>
<tr>
<td>Financial and In-kind Contributions</td>
<td>$.5</td>
</tr>
<tr>
<td>Community Building Activities</td>
<td>$.5</td>
</tr>
</tbody>
</table>

The financial support noted above is not necessarily mutually exclusive. Numbers are inclusive of activity at Akron City Hospital, St. Thomas Hospital and Cuyahoga Falls General Hospital.
Charity Care

Summa Health System has long embraced the philosophy that no one should have to choose between necessary healthcare and financial hardship. As the area’s top safety net provider, in 2007 Summa provided nearly $14 million in charity care. This amount represents the net costs, not charges, associated with providing care and does not include bad debt.

Patients with incomes up to 200% of the federal poverty income guidelines, or who have a hospital bill that exceeds 25% of their gross annual family income are eligible to apply for charity care assistance. In addition, there is a sliding scale discount program for those who have income between 200% and 400% of the federal poverty income guidelines. In 2007, nearly 30,000 individuals benefited from the charity care program.

Unreimbursed Cost of Medicaid

Summa Health System consistently ranks among northeast Ohio’s top providers of hospital care for Medicaid patients. Ohio Medicaid reimbursements historically have not covered the cost of providing the care to program beneficiaries, creating a budgetary shortfall. In 2007, Summa’s unpaid costs for Medicaid totaled more than $10 million.

2007 Payor Mix

- Medicare (traditional and managed care): 47%
- Commercial and Other Managed Care: 32%
- Medicaid (traditional and managed care): 13%
- Self Pay: 5%
- Other: 3%
Community Health Improvement Services

At Summa, we understand the importance of offering prevention and wellness programs to build a healthier community. On annual basis we offer free and low-cost health screenings, health education services and fitness programming. In 2007, Summa provided more than $500,000 to help fund these vital health improvement activities.

Health Professions Education

As a national leader in medical education, Summa Health System fosters a sought-after learning environment for the next generation of caregivers. At three of Summa's hospitals, over 200 graduates from U.S. and international medical schools train in 13 accredited residency training programs; and 30 percent of residents remain in the community to practice at Summa hospitals. Summa has also invested more than $3.5 million of its resources to provide clinical learning experiences to thousands of nursing and allied health students.

Subsidized Health Services

Summa Health System is committed to providing subsidized health services — clinical services that meet an identified community need and are provided despite a financial loss. Vital services such as our Center for Senior Health, Level III Perinatal Center, Care Center for HIV/AIDS cases, DOVE program for crisis services, and our diabetes education efforts are offered even though they are not profitable. Income from other services is used to cover these costs. In 2007, the cost of our subsidized health services exceeded $13 million dollars.

Research

Summa Health System’s integrated approach to scientific inquiry and research underscores our dedication to advancing medical knowledge and clinical innovation. Our research program is nationally recognized and has consistently earned high rankings over the past decade. Physicians and researchers are deeply engaged in efforts that show promise and bring new treatments to the bedside at the quickest and safest point possible. These discoveries are shared widely within the medical community so that patients everywhere may benefit.

With the goal of improving and transforming the way patients all over the world receive care, our centers, programs and labs facilitate research in dozens of fields, including these:

- Acute Care for Elders
- AIDS
- Cancer
- Cardiovascular Health and Rehabilitation
- Emergency medicine
- Health Services
- Molecular Pathology
- Musculoskeletal/Orthopaedics
- Nursing
- Surgery
- Traumatic Stress
In 2007, Summa invested close to $2.4 million to support innovative community based research initiatives.

Financial and In-kind Donations

Every year, Summa contributes thousands of dollars in financial assistance and in-kind services to support community organizations and events that promote health and wellness. From the local chapters of national groups such as the Alzheimer’s Association and the American Heart Association, to Akron Community Health Resources, Akron’s only federally-funded health center, Summa participates in numerous community programs and helps other not-for-profits fulfill their missions. In total, Summa contributed more than $500,000 to community organizations in 2007.

Community Building Activities

During 2007, Summa Health System invested over $500,000 in support of initiatives that supported a variety of community needs. From our commitment to local chambers to community development groups like the University Park Development Corporation, and to our investment in community disaster preparedness planning and training, Summa Health System is committed to the revitalization and safety of the neighborhoods we serve.

Bad Debt Expense

While Summa Health System recognizes that the cost of bad debt is part of doing business, we agree with the Ohio Hospital Association that it is important to report payments that were expected but not received, to show the total picture of how much care Summa Health System provides to the community without full reimbursement. In 2007, Summa’s cost for bad debt exceeded $16 million — an increase of $2 million from 2006.