

# 2020 Community Benefits Report



# Community Health Needs Assessment

Addressing the unmet needs of our community has been at the forefront of HFM's mission since its inception more than 120 years ago. Every three years HFM partners with other local healthcare organizations and community leaders to assess the health needs of Manitowoc County. That assessment can be found on HFM's website at <https://www.hfmhealth.org/wp-content/uploads/2019/12/Manitowoc-County-Community-Health-Survey-Report-2019.pdf>.

Using that assessment as a guide, HFM identified three key health issues on which to focus its community health efforts over the next three years. These are:

- Alcohol use or abuse
- Prescription or over-the-counter drug abuse
- Overweight or obesity

Complete descriptions of the efforts can be found in HFM's 2020-2022 Community Health Needs Assessment. The report can be found on the HFM website at <https://www.hfmhealth.org/about/community-impact/>.

Work on these community initiatives will continue through 2022 and beyond. Details of HFM's efforts thus far can be found throughout this report.

## Addressing the Key Goals

In 2020, COVID-19 greatly impacted our ability to provide many programs and services in the manner to which we had become accustomed. This challenged us to be creative and address community needs in new and innovative ways.

### *Alcohol Use or Abuse*

- In February 2020, HFM supported the opening of CORE Treatment Services, a nonprofit, 16-bed residential and day-treatment AODA (alcohol and other drugs of abuse) facility, in the former convent on the HFM campus. While COVID-greatly delayed full opening of the facility, CORE did open and has begun to make a significant impact in the community. See page 8 of the annual report for a full accounting of this new program.
- Representatives from HFM participated in Healthiest Manitowoc County committees and their initiatives.
- Because alcohol abuse is linked to suicides, HFM offered QPR—Question, Persuade, Respond—Suicide Awareness Training to its staff.
- Knowing that the right support is integral to successfully navigating many concerns, HFM Behavioral Health created Coping with COVID. This series of videos was originally to help HFM employees cope with the stresses of COVID-19, but quickly became a resource for local schools and businesses to guide people through coping with the unique situations related to COVID-19 instead of following negative alternatives.

### *Prescription or Over-the-Counter Drug Abuse*

- HFM held education on opioid and other drug abuse for providers to train them to better identify potential concerns with patients.
- HFM introduced a module in its electronic medical record to help providers track potential opioid abuse in patients, especially those who are seen frequently in county emergency rooms. The module flags individuals who may be seeking repeated opioid prescriptions for pain control and allows providers to offer other pain control methods and education.
- The QPR training also addressed the links between medication abuse and suicidal thoughts and the Coping with COVID video series provided healthy alternatives to self-medicating.

### *Overweight or Obesity*

- Although COVID-19 hindered and ultimately caused the cancellation of HFM's annual Lean on the Lakeshore weight loss event, HFM's Wellness Center became creative and introduced virtual exercise and nutrition support programs during the early days of the pandemic. A new concept to many, this offered a way to stay connected with like-minded peers and familiar exercise instructors.

- Weight gain was actually a phenomenon associated with the pandemic and sometimes mindless eating to cope with being cooped up—the infamous COVID-19 pounds! HFM’s Wellness Center created another Coping with the COVID-19 nutrition coaching and exercise program to help members combat the extra weight. As the pandemic restrictions eased, this new program morphed into ongoing nutrition and weight loss programs that can be taken in person or virtually, depending on need and preference.
- The Coping with COVID video series also branched out into mindfulness tips to help people understand the benefits of diet and exercise for a healthy life during the stressful days of the pandemic.

## Volunteers—Key to Caring

226 dedicated individuals donate their time and talent to HFM. Their service provides much valued assistance to our patients and our staff.

Unfortunately, the COVID-19 pandemic had a huge impact on our volunteers. For the health and safety of this loyal corps of individuals, HFM discontinued volunteer services for a time to protect our volunteers from this horrible disease.

As more became known about protecting ourselves from COVID-19, many volunteers requested to return to their duties, while others felt it was best that they stay home until a vaccine was available. And so, slowly, HFM reopened key volunteer positions for return to service.

In 2020, volunteers provided 19,667 hours of service to HFM, a 50.5% reduction in hours due to the pandemic. They provided assistance in areas such as patient/visitor transport aides, information desk support and mail delivery.

We look forward to returning to a full spectrum of volunteer services in 2021.



## 2020 = COVID-19

When 2020 began, HFM looked forward to a year of great strides in meeting its Community Health Needs Assessment goals. While we did make significant strides toward accomplishing those goals, they were certainly not the planned steps. Nor did we realize at the time, that a disease that we had only begun to hear about, would become a pandemic that would replace planned community health initiatives with efforts to cope with an unprecedented pandemic, with requirements that were, not only unbudgeted, but unprecedented.

On page 2 of the HFM Annual Report, we go into COVID-19 efforts in detail. The cost of those efforts was \$959,561 in Community Benefit Expenditures.

### ***Coping with Cancer Uninsured.***

In 2019, Sara\* immigrated to Wisconsin with the help of her brother. She was excited to reunite with her family, help with her brother’s business, and reside in Manitowoc as a legal permanent resident.

Shortly after she arrived, Sara was experiencing abdominal pain and went to the emergency room. A few days later, she was diagnosed with ovarian cancer, clinical stage 3C.

There was one thing Sara didn’t have and that was health insurance.

Sara immediately applied for Medicaid. She found out that she only qualified for Emergency Medicaid benefits since she had not lived in the United States as a legal resident for five years. Not having health insurance, Sara felt much uncertainty, anxiety and stress regarding her cancer diagnosis and treatment.

A financial counselor at Holy Family Memorial shared information about HFM’s Community Care program and helped Sara apply for the program. Sara was able to receive a 100% adjustment on her services and was able to start her chemotherapy treatment in October.

\*Patient name has been changed.

# Providence Fund Support Need

At times our patients come to us with needs greater than the immediate medical concerns. A visit may well include a need for prescription medications or durable home medical equipment. But that visit may just as likely be from someone who has not food to put on the table, who needs transportation from the hospital to home or who was in a car accident and needs to stay somewhere until family or friends can pick them up.

HFM's Providence Fund was created to address needs such as these. In 2020, HFM donated \$8,860 from its Providence Fund to cover these patient needs.

## Summary of Quantifiable Community Benefits—2020 Fiscal Year

<b>1. BENEFITS FOR THE POOR</b>	Caseload Units of Service Number Measure	Benefit Expense Amount	% of Total Expenses**
Community Care	144 Encounters	\$97,000	0.09%
Unpaid Cost of Public Programs			
Medicaid—Inpatient	259 Days	1,115,000	1.00%
Medicaid—Outpatient	9,928 Visits	6,956,000	6.23%
	<b>10,187</b>	<b>\$8,071,000</b>	<b>7.23%</b>
<b>Total Quantifiable Benefits for the Poor</b>	<b>10,331 Encounters</b>	<b>\$8,168,000</b>	<b>7.32%</b>
<b>2. BENEFITS FOR THE BROADER COMMUNITY</b>			
Community Health Improvement and Community Benefits Operations	25,833 Persons	1,453,000	1.30%
Health Professional Education	157 Persons	10,000	0.01%
Cash and in Kind Contributions	615 Persons	112,000	0.10%
Community Building Activities	5 Persons	5,000	0.00%
<b>Total Quantifiable Benefits for the Broader Community</b>	<b>26,610 Encounters</b>	<b>\$1,580,000</b>	<b>1.42%</b>
<b>QUANTIFIABLE COMMUNITY BENEFITS SUBTOTAL</b>	<b>36,941 Encounters</b>	<b>\$9,748,000</b>	<b>2020 8.73%</b>
<b>3. BENEFITS FOR THE ELDERLY</b>			
Unpaid Costs of Medicare			
Inpatient	1,421 Days	3,960,000	3.55%
Outpatient	40,394 Visits	16,767,000	15.02%
<b>Total Quantifiable Benefits for the Elderly</b>	<b>41,815 Encounters</b>	<b>\$20,727,000</b>	<b>18.57%</b>
<b>GRAND TOTAL BENEFITS</b>	<b>78,756 Encounters</b>	<b>\$30,475,000</b>	<b>2020 27.30%</b>

Community benefit is programs, events and services used to promote health and healing to meet community needs. Community benefit programs create better access to health care, enhance the health of the community, advance medical or health care knowledge, and demonstrate charitable purpose.

HFM's qualifiable community benefit in 2020 was \$30,457,000, which was 27.30% of our total expenses.

\*\*2020 Total Expenses \$113,099,300

## Community Benefit Definitions

### Courtesy of The Catholic Health Association

#### Financial assistance

Financial assistance (charity care) is free or discounted health services provided to persons who cannot afford to pay all or portions of their medical bills.

#### Medicaid and other means-tested public programs

This is the unpaid costs of public programs for low-income persons – the shortfall created when a facility receives payments that are less than the cost of caring for public program beneficiaries.

#### Community health improvement services

These activities are carried out to improve community health, extend beyond patient care activities and are subsidized by the health care organization. This includes community health education programs, support groups and self-help programs.

#### Health professions education

This includes educational programs for physicians, interns and residents, medical students, nurses and nursing students, pastoral care trainees and other health professionals when that education is necessary for a degree, certificate, or training that is required by state law, accrediting body or health profession society.

#### Subsidized health services

These clinical programs are provided despite a financial loss. The service is

provided because it meets an identified community need and if no longer offered, it would either be unavailable in the area or fall to the responsibility of government or another tax-exempt organization to provide.

#### Research

Engaging in medical and health care research indicates the organization is concerned about the long-term welfare of the community at large and wants to generate and share knowledge that enhances the future of health care.

#### Cash and in-kind contributions for community benefit

This is the value of cash and in-kind services donated by the healthcare organization to support community benefits provided by others. This includes the cost of donations of meeting space, food, equipment, and supplies.

#### Community-building

These activities improve the community's health and safety by addressing the root causes of health problems, such as poverty, homelessness, and environmental hazards. Costs include cash and in-kind donations and expenses for the development of community-building programs and partnerships.

#### Community benefit operations

Community benefit operations include costs associated with assigned staff and community health needs and/or assets assessment, as well as other costs associated with community benefit strategy and operations.