

# Community Benefits Summary

FY 2019

# **Floyd Cherokee Medical Center Inc.**

## **Community Benefits Summary for FY 2019**

### **Snapshot of Community Benefit**

For nearly 80 years, the Floyd family of health services has served northwest Georgia and northeast Alabama. As part of that service, Floyd and its affiliated not-for-profit hospitals have provided care at no cost or at a discounted cost directly benefiting these communities, thus the term "Community Benefit." In fiscal year 2019 (FY 2019), Floyd Polk Medical Center provided \$3.59 million in community benefit services. This total represents the direct cost to Floyd of providing these services, and includes the following areas:

- Traditional charity care - \$455,079
- Unreimbursed Medicaid - \$797,399
- Unreimbursed Medicare - \$882,660
- A percentage of bad debt attributed to individuals who cannot afford to pay for services - \$1.44 million
- Non-billed community services – 15,758.00

The total community benefits provided by the Floyd health system includes the following areas:

- Traditional charity care - \$12.62 million
- Unreimbursed Medicaid - \$17.66 million
- Floyd County Clinic operations - \$1.31 million
- Unreimbursed Medicare - \$36.41 million
- A percentage of bad debt attributed to individuals who cannot afford to pay for services - \$27.25 million
- Non-billed community services - \$2.95 million
- Medical education - \$547,295

### **About Floyd Cherokee Medical Center**

Floyd Cherokee Medical Center is a 60-bed, critical access hospital in Cherokee County, Alabama and an economic engine in Cherokee County. In FY 2019 the hospital completed a \$1 million renovation that expanded the emergency department to 8 beds. As a member of the Floyd family of health services, Floyd Cherokee Medical Center is supported by the comprehensive care available from the entire health system. As an organization, Floyd is one of the region's largest employers, with approximately 3,300 employees.

### **About Floyd**

The Floyd health care system includes Floyd Medical Center, Floyd Polk Medical Center, Floyd Cherokee Medical Center, Willowbrooke at Floyd, Floyd Primary Care, Floyd Urgent Care, Floyd Outpatient Surgery Center, Floyd Physical Therapy & Rehab, Heyman HospiceCare at Floyd, The Breast Center at Floyd and numerous ancillary services. Floyd is vital to its four-county primary service area of Chattooga, Floyd and Polk counties in Georgia and Cherokee County, Alabama, as well as the additional three counties that make up Floyd's secondary service area: Bartow and Gordon counties in Georgia and Calhoun County, Alabama.

The mission of Floyd is to provide the communities we serve with a comprehensive and technologically advanced health care system committed to the delivery of care that is characterized by continually improving quality, accessibility, affordability and personal dignity. This report outlines many of the community-focused programs and services that enable us to achieve our mission and improve the health of our community.

As a not-for-profit, community hospital, we are committed to our responsibility to invest our resources into understanding and meeting the diverse health care needs of northwest Georgia and northeast Alabama. We continually strategize to ensure quality health care services are available to everyone, regardless of their ability to pay.

## **Summary of Services and Benefits**

### ***Patient Services: Meeting the Needs of Our Community 24/7/365***

As a not-for-profit community hospital, Floyd Cherokee Medical Center provides the medical services critically necessary to support healthy living in Polk County, including the following:

- Diagnostic imaging
- Emergency care
- Laboratory services
- Nutrition education
- Pharmacy
- Physical therapy
- Respiratory therapy
- Speech therapy
- Surgery

Floyd Cherokee Medical Center is supported by the Floyd health care system's complete continuum of medical care, which serves the health care needs of the more than 400,000 residents living and working in northwest Georgia and northeast Alabama. The Floyd Primary Care network includes 47 physicians and 34 advance practice providers at 26 Primary Care and Urgent Care locations. Floyd also provides inpatient and outpatient diagnostic, hospice, behavioral health and hospital services.

At the hub of the health system is Floyd Medical Center, a 304-bed, full-service acute care hospital. The health system also includes Floyd Polk Medical Center, a 25-bed critical access hospital in Cedartown, Ga., and 60-bed Floyd Cherokee Medical Center in Centre, Alabama. Floyd also operates Willowbrooke at Floyd, its behavioral health center in a management agreement with Tanner Health System. As a system, Floyd provides the following medical specialty services:

- Alcohol and Chemical Dependency Services
- Bariatric Medicine, Surgery and Aftercare
- Behavioral Health
- Breast Health
- Cardiac Catheterization
- Cardiology
- Cardiac Rehabilitation
- Corporate Health

- Diabetes Care
- Diagnostic Radiology
- Echocardiography
- Emergency Care
- Family Medicine
- Family Medicine Residency Program
- Gynecology
- Hospice
- Hospitalist Care
- Hyperbaric Therapy and Wound Care
- Intensive Care
- Interventional Cardiology
- IV Therapy
- Laboratory Services
- Level III Neonatal Intensive Care Unit
- Level II Trauma Care
- Maternity Services
- Neurology
- Neuropsychology
- Neurosurgery
- Neonatal care, intermediate and intensive
- Occupational Medicine
- Oncology
- Orthopedics
- Palliative Care
- Pediatrics
- Pediatric Intermediate Care
- Pharmacy, Inpatient and Outpatient
- Radiology
- Inpatient Rehabilitation Services
- Outpatient Rehabilitation Services
- Senior Enrichment Program
- Sleep Disorders
- Subacute Rehabilitation
- Surgery, Inpatient and Outpatient
- Urgent Care
- Vascular Surgery

### ***Community Benefit Programs***

Floyd Polk Medical Center's community benefit programs are extensions of many of the services provided by the hospital and the larger system and cover a range of activities:

- CPR and First Aid Classes
- Cancer education

- Diabetes screenings
- Diabetes support groups
- Education for other health professions
- In-kind donations/medical care at community events
- School-based Health Education Programs

As a system, Floyd provides community benefit activities in a number of other service areas, including the following:

- Cancer Education
- Childbirth classes
- CPR and first-aid classes
- Diabetes education
- Discounted or free prescription drug programs
- Education for nurses and nursing students
- Education for other health care professions
- Education and outreach for senior citizens
- Education for physicians and medical students
- Family/parenting/sibling education
- Fitness/exercise
- Free health clinics
- Health fairs
- In-kind donations/administrative support for not-for-profit groups
- In-kind donations/equipment
- In-kind donations/medical care at community events
- School-based health education programs
- Screening/comprehensive physicals
- Screening/diabetes
- Screening/worksite based
- Self-help/nutrition and weight management
- Speakers for schools and civic groups
- Subsidized continuing care/senior day health programs
- Support groups for bereavement
- Support groups for cancer
- Support groups for diabetes
- Support groups for nutrition and weight management
- Support group for wound and ostomy
- Worksite health education programs

### *Our Community's Demographics*

Floyd Cherokee Medical Center is committed to the health of the people who live, work and visit our service area. Floyd Cherokee Medical Center completed its most recent Community Health Needs Assessment (CHNA) in June 2019 to provide a snapshot of the health of the Floyd Cherokee Medical Center primary service area. The assessment was developed in compliance

with IRS 501(r) guidelines, incorporating input from community stakeholders and public health experts. The data used to determine community health needs was taken from publicly reported health information and internally generated statistical information.

Cherokee County, Alabama is home to 25,855 residents. The land area of Cherokee County covers 553.76 square miles, and the population density is 46.69 people per square mile. Slightly more than 16% of these individuals live in poverty, and one-fifth of the children living in Cherokee County live in poverty. 83% of Polk County students are eligible for the federal free lunch program. Ninety-five (95%) of Cherokee County residents have a high school diploma or general education development certificate, and slightly more than 12% have a bachelor's degree or higher. Access to health care providers is low. There are seven primary care physicians in Cherokee County and five mental health providers. Nine percent (9%) of the county's residents (2,305 individuals) are without health care insurance.

The four-county primary service area for the Floyd health system encompasses 1,687.35 square miles in northwest Georgia. The predominantly rural area of Floyd, Polk and Chattooga counties in Georgia and Cherokee County, Alabama has a population of 188,363 (2017).

*Poverty, Income and Employment:* Poverty rates in the four-county area range from a low of 16.1% in Cherokee County, Alabama to a high of 22.5% in Chattooga County, Georgia. The percentage of children living in poverty is highest in Polk County, where 30% of children 0-17 are living in poverty to a low of 20% in Cherokee County, Alabama. Eighty-three percent of children in Polk County are eligible for free lunch, while 58% of children in Floyd County are eligible for free lunch in schools.

In FY 2018, 40% of Floyd Medical Center and Floyd Polk Medical Center's patient populations were covered by Medicare, and 19% of patients were covered by Medicaid. FY 2018 statistics for Floyd Cherokee Medical Center were not available in time for this report.

*Education:* The percentage of adults with a high school diploma or a general education development (GED) certificate ranges from 82% in Polk County to 95% in Cherokee County, Alabama. A smaller percentage of Chattooga County residents have a bachelor's degree or higher (8%). Floyd County has the highest percentage of residents with a four-year college degree or higher (18%).

*Health Care Providers:* There is a wide variance in the availability of primary care physicians and mental health providers in the northwest Georgia and northeast Alabama region. This disparity in availability in the more rural counties translates to community perception of health and availability of care for residents. The rates of primary care physicians per 100,000 residents are:

- Cherokee County, Alabama – 27 per 100,000
- Polk County – 31.6 per 100,000
- Floyd County – 135.33 per 100,000
- Chattooga County – 4.01 per 100,000.

*Social Service Resources:* There is a robust social service sector and invaluable support and services provided by non-profit, faith-based and community-based organizations. There is, however, a gap in the awareness of available services. There is general concern that there is a lack of broad-based impactful communication, transportation and general access to these services.

*Education:* Area schools and colleges are assets with good access to a quality education from preschool through college. Educational attainment across the counties varies. The percentage of residents who graduated high school or have a general education development (GED) certificate in four-county service area are as follows:

- Cherokee County – 95%
- Floyd County – 82%
- Polk County – 82%
- Chattooga County – 86%

The rates of residents with a bachelor's degree in the three counties are as follows:

- Cherokee County – 12.47%
- Floyd County – 18%
- Polk County – 12%
- Chattooga County – 8%

### ***Summary of Community Health Needs***

By viewing the prevalence of chronic diseases in relation to indicators (e.g., poor diet and exercise) and outcomes (e.g., high rates of obesity and diabetes), causal associations emerge, allowing a better understanding of how certain community health needs may be addressed. In reviewing these alongside secondary data sources, surveys and focus groups, community health needs emerge:

- Access to care
- Cardiovascular disease
- Mental and behavioral health
- Nutrition and wellness

*Access to Medical Care and Prevention Services:* Access to care is a primary concern. Despite the expansion of health care coverage, financial, transportation and linguistic barriers prevent some residents from receiving care in a timely and consistent manner. A significant portion of the population does not qualify for Medicaid coverage and does not have the resources to purchase health care insurance on the federal exchange. Sixteen percent of the residents of Chattooga County and Polk County are uninsured. Fifteen percent of the residents of Floyd County are uninsured, and nine percent of the residents of Cherokee County, Alabama are uninsured.

Transportation combined with few health care providers, particularly in rural communities, prevents residents from getting to appointments. And, there are gaps in the awareness of available services to assist with access.

*Cardiovascular Disease:* Cardiovascular disease is a significant health care issue for the community. Deaths from cardiovascular disease per 100,000 residents range from 386.2 in Floyd County, where there are more primary care physicians and cardiology specialists, to 411.8 in rural, thinly populated Chattooga County, which has the lowest rate of providers and no public transportation system.

Nearly two-thirds of all Medicare fee-for-service patients have high blood pressure with Floyd County reporting the highest rate, 67.6% and Cherokee County, Ala., reporting the lowest rate, 64.2%.

Coronary heart disease is a leading cause of death in the United States. Contributing factors include obesity, tobacco use, high blood pressure, high cholesterol levels and lack of physical activity. The mortality rate for African American residents for major cardiology disease in the Floyd service area is shockingly higher than the state average:

- Cherokee County – 409.9 per 100,000
- Floyd County – 355.8 per 100,000 (76.5 higher than the state average)
- Polk County – 387.4 per 100,000 (108.1 higher than the state average)
- Chattooga County – 460.3 per 100,000 (181 higher than the state average)

And, cost of care for patients requiring open heart surgery is a prohibitive obstacle. The only provider of open-heart surgery in the three-county primary service area has rates that are the third-highest in the state (\$76,596 higher than the state average) and are recognized by the Department of Community Health as a significant barrier to open heart surgery.

*Diabetes:* The prevalence of diabetes in the four-county primary service area ranges from 15% in Floyd County to 12% in Chattooga County. In the Medicare population, these rates begin to show changes in prevalence:

- Cherokee County, Ala. – 29.1%
- Chattooga County – 28.7%
- Floyd County – 29.2%
- Polk County – 32.3%

*Mental and Behavioral Health:* Mental health services are a pervasive community health need. Diagnoses range from stress and depression to attention deficit disorders and schizophrenia. Primary care physicians have begun to ask patients depression-related questions and reported rates of depression of risen in the Medicare population since these questions were added to wellness exams:

- Cherokee County, Ala. – 20.9%
- Chattooga County – 20.5%
- Floyd County – 24%
- Polk County – 24%

The percentage of residents reporting frequent mental distress ranges from 12% in Floyd County to 14% in Cherokee County, Ala.

*Nutrition:* Good nutrition is vital to good health, disease prevention and healthy growth and development of children and adolescents. A lack of access to healthy foods is a barrier to healthy eating habits, and low-income and underserved areas often have limited access to healthy foods. In addition, people living farther away from grocery stores are less likely to have access to healthy food options and, thus, are more likely to consume less healthy, more convenient food options. This is exacerbated in the summer months when children do not have daily access to school breakfast and lunch programs. In the primary service area, the food insecurity rate ranges between 13% in Cherokee and Polk counties to 15% in Chattooga County. In Floyd County, 9% of residents have low access to healthy foods while in agrarian Cherokee County, Alabama, that percentage is less than 1%.



## *An Entire System Working Together*

Access to care, cardiovascular disease, mental health services and healthy nutrition disease were determined in the 2019 CHNA to be significant concerns that affect many residents. The distribution of behaviors and health outcomes consistently follow social and economic patterns. Furthermore, some barriers to accessing care continue to prevent current programs and initiatives from reaching the populations in need. These challenges present important opportunities for the future. As we move forward as an integrated community of health care, social service and community leadership, we can leverage community assets to improve the health of residents in Floyd, Polk, Chattooga and Cherokee counties. Following are the key community health needs identified by Floyd that will serve as the guide for this implementation plan.

Together, Floyd Medical Center, Floyd Polk Medical Center and Floyd Cherokee Medical Center provide more than \$40 million in free medical services to uninsured and underinsured patients. As the region's trauma center and neonatal intensive care provider, Floyd offers emergency care and intensive care to patients regardless of their ability to pay. In addition, Floyd offers discounted medical services including financial counseling, indigent prescriptions and operation of the Floyd County Clinic for that county's uninsured and underemployed population.

- The Floyd Family Medicine Clinic provides a county clinic available to specific low-income and uninsured populations and We Care program participations along with a large number of Medicaid/Medicare patients.
- Mobile Mammography – The Mobile Mammography Coach travels to businesses, industries and medical practices throughout the four-county primary service area to provide onsite screening mammography. Mammography scholarships are available to qualifying individuals through Floyd Healthcare Foundation.
- Athletic Trainers at schools – Floyd has athletic trainers in high schools and colleges in the four-county area, providing care on the sidelines and in the schools to athletes in every competitive sport offered. In addition, the Floyd Family Medicine Residency program works with our Sports Medicine department to provide free athletic physicals for student athletes throughout the area.
- Dental Care – Floyd Medical Center provides surgery space for patients seen through the Floyd County Health Department's dental program, which is available to Floyd County residents in need of dental care and who do not have dental insurance.
- School Nurses – Floyd Corporate Health became the provider of health care to the Rome and Floyd County school systems' more than 17,000 students and 1,700 employees in August, 2016 and added the Polk County School District's 7,000 students and 700 employees in August 2017. Nurses advise, assist, and guide school-based families in the most appropriate direction for health care while providing prompt medical care when a student is sick or injured. 19 2019 Community Health Needs Assessment Cardiovascular Disease Management Identified Resources:
- Corporate Health – Floyd Corporate Health works with business and industry to develop and hardwire corporate wellness programs specific to the needs of each industry. This has resulted in successful reduction of loss time and benefits cost-savings for companies in our service area.

- Education Programs – Floyd provides numerous education programs at every level, from pre-school through senior adulthood. The Speakers Bureau is available to provide experts to speak about health, safety and resources available to the community.
- Patient-Centered Medical Homes – The Floyd Primary Care network, which has physician offices in all four counties in the primary service area as well as locations in the secondary service area, follows the patient-centered medical home philosophy, providing more intensive disease management to patients.
- Partnership with local gyms – Floyd and the Rome-Floyd County YMCA partner to provide health education opportunities to YMCA members and residents of the service area who attend educational opportunities at the Y.
- Health Screenings – Floyd participates in health fairs organized by the Northwest Georgia Regional Cancer Coalition, 100 Black Men of Rome and other entities, providing diabetes, wound care, high blood pressure, cholesterol and many other screenings free of charge or at cost.
- High Blood Pressure – Floyd routinely offers blood pressure screenings at health fairs and to community groups upon request.
- Diabetes – Floyd routinely offers diabetes screenings at health fairs and to community groups upon request.

#### ***Mental Health Services Identified Resources***

- Willowbrooke at Floyd provides inpatient and outpatient adult psychiatric care to patients with a range of needs from depression and substance abuse to dementia and Alzheimer's disease. Willowbrooke at Floyd also hosts depression screenings, Alcoholics Anonymous, Narcotics Anonymous, Al-Anon, support groups and individual counseling to patients and the community.

#### ***Nutrition Support Identified Resources***

- Rockmart Farmers' Market – Floyd Polk Medical Center works with the Rockmart Farmers' Market, which aims to make fresh produce available to members of the community at a central location. WIC participants can take advantage of a one-for-two credit system enabling them to further their food dollars while bringing nutritionally better options in to their kitchens.
- Community Kitchen and Rome Action Ministries – Floyd supports the work of the Community Kitchen in Rome through food donations and volunteer opportunities. One of the food pantries operated by Rome Action Ministries has focused its mission on working with Cancer Navigators, an affiliate of Floyd, to make quality nutrition products available to cancer patients and their families.
- Rome and Floyd County Schools – Both schools systems offer summer nutritional support for students, whose access to food is hampered when school is not in session. Floyd supports these efforts through donations and providing health care support at special nutrition distribution events.

## *Providing a Helping Hand: Charity Care and Community Benefits*

Perhaps most significant is the continuing commitment of Floyd to provide comprehensive health care services to all individuals regardless of ability to pay. In FY 2019, \$3.57 million in unreimbursed care was delivered to individuals in the form of traditional charity care and through public programs and services. The value of all community benefit activities combined totaled \$3.59 million.

In Georgia, indigent care is the care provided to individuals who live in a family whose combined income falls below 125 percent of the federal poverty level for a family of a specific size. Currently, a family of four with a total annual family income of less than \$32,188 is eligible for indigent care. Patients who qualify as indigent receive their hospital services at no cost to them.

Charity care is the medical care provided to low-income patients at a discounted rate. Floyd Medical Center discounts hospital charges on a sliding scale for patients whose combined family income falls between 125 percent and 325 percent of the federal poverty level for uninsured families of a specific size. The limit for insured families is 325 percent of the federal poverty level. For example, an individual living in an insured family of four with a total annual family income of \$45,063 is eligible for a discount of 75 percent.

Patients who come to Floyd Medical Center, Floyd Polk Medical Center, Floyd Cherokee Medical Center or our behavioral health facility with no health insurance coverage or a low annual income meet with a financial counselor to determine if they are eligible for government assistance or for indigent or charity care. In FY 2019, Floyd financial counselors assisted 576 low-income residents in seeking eligibility for Medicaid programs including presumptive eligibility. 9,418 individual Medicaid patients were treated at Floyd Polk Medical Center for a total of 11,149 encounters, and 27,725 individual Medicaid patients were treated at Floyd Medical Center for a total of 45,570 encounters. Also, 276 individual Medicaid patients were treated at Willowbrooke at Floyd for a total of 675 encounters.

## *Community Service*

Individually and corporately, Floyd continues to be actively involved in the communities where we have a presence, lending leadership, time and other valuable resources to efforts to improve the quality of life for families in northwest Georgia and northeast Alabama.

In FY 2019, Floyd Cherokee Medical Center's outreach in the community resulted in 2,485 touch points through educational programs, support groups, and medical support at community events. Floyd co-workers contributed 209 hours to community endeavors at a cost to the organization of \$15,758. These statistics do not take into account the Cherokee County, Alabama patients seen at the Floyd Medical Center trauma center or the indigent care provided at Floyd Medical Center to Cherokee County residents.

As a health system, the organization's outreach into the community, along with the provision of trauma and neonatal intensive care services resulted in more than 177,000 touch points through educational programs and screenings, physical examinations for athletes, childbirth classes, support groups and community outreach, in FY 2019. Floyd co-workers and volunteers contributed 227,747 hours to community endeavors at an expense of \$2,949,151.

- Cardiopulmonary resuscitation, Stop the Bleed and First Aid educators provide CPR and First Aid training to Floyd employees, employees of other companies and to members of the public. In addition, Floyd's Chest Pain program provides hands-only CPR training in the community. In FY 2019, 40 individuals in Cherokee County, Alabama received CPR and/or First Aid training from Floyd staff members at a cost to the organization of \$631.
- Floyd Emergency Medical Services, supplemented by other Floyd departments, is a fixture at community events throughout the year, providing onsite ambulance back-up, First Aid stations and medical support when it is needed. In FY 2019, 970 people benefitted from medical care and support at community events at a cost of \$1,377 to the organization.
- Floyd Emergency Medical Services also provided First Responder training to volunteer fire departments across Cherokee County, Alabama, directly training 965 first responders, and, no doubt, affecting many more lives in the county. The cost to the organization of this training was \$9,016
- In FY 2019, 355 Cherokee County students benefitted from school-based education programs presented by Floyd departments at a cost of \$1,974.
- Floyd diabetes educators provided screenings and support to 135 individuals at a cost to the organization of \$2,526.

On a broader scale, the Floyd health system provided the following community benefit activities in FY 2019:

- Floyd offers 8-week, weekend and online childbirth classes to help expectant parents be better prepared for labor, delivery and caring for their baby. Some insurances and government health coverage programs pay for childbirth education. Expectant parents who do not have coverage for these classes are not denied participation. In FY 2019, 84 individuals learned about childbirth, breastfeeding and newborn care through these childbirth education classes at a cost to the organization of \$4,615.
- Cardiopulmonary resuscitation, Stop the Bleed and First Aid educators provide CPR and First Aid training to Floyd employees, employees of other companies and to members of the public. In addition, Floyd's Chest Pain program provides hands-only CPR training in the community. In FY 2019, 422 individuals received CPR and/or First Aid training from Floyd staff members at a cost to the organization of \$3,442.
- Diabetes educators meet with patients in the hospital to help them manage their disease, but they also provide education about prediabetes, diabetes management and other related topics to individuals in the communities we serve. In FY 2019, educators provided 500 hours of free diabetes education at a cost to the organization of \$32,250.
- One of the largest non-billed services expenses at Floyd lies in our efforts to support schools and colleges in training nurses, doctors, nurse practitioners, physician assistants and other health professionals with real-life training opportunities while shadowing or being mentored by Floyd employees in their respective fields. In FY 2019, working with 892 nursing students, Floyd staff members provided 119,332 hours of clinical education at a cost of \$775,658 to the organization.

Many of these students eventually accept jobs in our service area, providing much-needed medical expertise in our primary and secondary service areas. In addition, 1,437 allied health students received 64,552 hours of training from Floyd staff members at a cost to the organization of \$429,463. And, 97 medical students studying to become physicians trained at Floyd. Floyd staff members provided 5,688 hours of clinical education to medical students not in our residency program at a cost of \$37,206.

- Recognizing that a significant number of individuals do not have family physicians or routinely go for annual physical examinations, Floyd provides screenings and information at health fairs throughout the area. In FY 2019, 3,012 individuals received health information at health fairs at a cost to the organization of \$12,815.
- Floyd Emergency Medical Services, supplemented by other Floyd departments, is a fixture at community events throughout the year, providing onsite ambulance back-up, First Aid stations and medical support when it is needed. In FY 2019, 145,240 people benefitted from medical care and support at community events at a cost of \$162,072 to the organization.
- Floyd is heavily invested in local schools. In addition to the 24,000 students who are covered by the school nurses provided in Floyd County, Rome City and Polk County schools, Floyd provides health and safety training programs and career day speakers to students throughout the area. In FY 2019, 15,817 students benefitted from school-based education programs presented by Floyd departments at a cost of \$1,466,047. As part of those efforts, Floyd supplies Certified Athletic Trainers to every high school in Floyd, Polk and Chattooga counties. Providing Athletic trainers to schools cost the organization \$1,436,500 in the past fiscal year. These trainers, working with family medicine residency physicians, also provide free physical examinations to student athletes throughout the three-county area. In FY 2019, 150 student athletes received free screenings at a cost to the organization of \$428.
- The Floyd County Clinic, which Floyd Medical Center operates through the Family Medicine Residency program, had 1,680 outpatient visits in FY 2019. The Clinic provides assistance to financially and medically indigent patients in an effort to reduce their need for emergency and inpatient hospital care. In addition, During FY 2019, 225 outpatient visits were recorded through Floyd's We Care Program, which helps low-income patients without health insurance or governmental benefits control and improve chronic conditions with preventive care.
- Floyd provides maintenance prescription pharmaceuticals to low income uninsured outpatients at no cost to the patient through its hospital pharmacy. Any qualified, low-income patient under the care of the Family Medicine Residency program or being discharged from Floyd Medical Center may be eligible to receive the prescribed medications. In FY 2019, Floyd provided 16,791 prescription pharmaceuticals to 797 low-income, uninsured patients at a cost of \$378,921.73. The Floyd Polk Medical Center pharmacy provided \$4,030 in prescription pharmaceuticals to low income, uninsured patients.
- Floyd helped to create, contributed supplies and provided seed money to fund the Faith and Deeds Clinic of Rome, a local organization that provides free primary medical care to low income, uninsured patients in our community. The clinic traces its roots to a volunteer mission effort to provide basic medical care services to Floyd County's homeless community. Now

housed in its own facility, the clinic schedules patients with volunteer physicians, dentists and nurses and receive free lab tests and assistance with prescription medications. During FY 2019, physicians from the Floyd Family Medicine Residency program provided volunteer care to Faith and Deeds Clinic patients. Floyd also provides financial support to the clinic.

- Floyd's Mobile Mammography Coach is equipped with state-of-the-art, digital mammography equipment and is used to reach out to the mostly rural and underserved areas around Rome. The coach provided 2,313 mammograms to women in our service area in FY 2019. Of those, 522 patients were past due for a mammogram, 191 women had never had a mammogram before and 158 screenings revealed an abnormality that required further testing. And, 15 women were diagnosed with cancer as a result of their visit to the mobile mammography coach. The goal of this program is to reach women who have never had a mammogram, in hope of reducing the breast cancer mortality rate in our region, which is among the highest in the nation. The coach traveled 7,816 miles in FY 2019 to women in seven Georgia counties and two Alabama counties to make mammography and clinical breast exams convenient for them. This program seeks to provide services and education to these women with the goal of reducing the mortality rate and improving the lives of these women and their families.
- As a community hospital, Floyd is continuously looking for opportunities to reach farther into our community to meet the needs of the full spectrum of individuals who seek medical care in northeast Alabama. We currently have several outreach programs aimed at improving access to health care in our community.
- Members of the Floyd team are committed to the community in many ways. In FY 2019, Floyd co-workers loaned their talents and leadership skills to school, civic and professional organizations. A partial list of the leadership roles Floyd employees held during this time includes:
  - Chairman, Unity Christian School Board
  - Treasurer, Cumberland Wilderness Retreat Board of Directors
  - Board of Directors, Polk Against Drugs
  - Member, Polk County Chamber of Commerce Education and Workforce Development Committee
  - Board of Directors, Polk County Chamber of Commerce
  - Board of Directors, Rockmart Farmers Market
  - Board of Directors, Polk County Rotary Club
  - Member, Polk County Water Authority Board of Directors
  - Director of Student Ministries, Aftershock Coordinator, teacher and Community Cleanup Team, Trion Heights Baptist Church
  - Board member, Georgia Association for Development Professionals
  - Elder, West Rome Baptist Church
  - Web Chair, Georgia Access Management Association
  - Secretary, Model Blue Devil Marching Band Booster Club
  - Committee Member, Model Blue Devil Cheerleading Booster Club
  - Committee Member, Floyd Against Drugs Murder Mystery Project
  - Co-chair communication committee, Georgia Healthcare Information and Management Systems Society (HIMSS) Board of Directors
  - Chair, Georgia HIMSS Board of Directors Golf and Gala Committee

- Leader, Women's Ministry Bible Study
- Children's Ministry Leader
- Floyd County College and Career Academy Board of Directors
- Tennis Captain, Coosa Valley Tennis Association
- Trustee, Second Avenue United Methodist Church
- Nomination Committee, Sam Jones Memorial United Methodist Church
- Executive Committee, Rome-Floyd Chamber of Commerce
- Member, Seven Hills Rotary Club
- Chairman, Distribution Cooperative Inc.
- Sustainability Liaison, Georgia Society for Healthcare Engineers
- Board Member, Georgia Society for Healthcare Engineers
- Finance Chair, Georgia Society for Respiratory Care
- Secretary, Georgia Society for Respiratory Care
- Member, Georgia Composite Medical Board
- President, Georgia Access Management Association
- Board Member, Healthcare Financial Management Association
- Board Member, Free Clinic of Rome
- Board Member, HSI Financial Services
- Customer Solution Council Member, Change Healthcare
- Budget Committee, First Baptist Church of Rome
- TV/Streaming Committee, First Baptist Church of Rome
- Executive Committee, Georgia HIMSS Board of Directors
- Member, Seven Hills Rotary Club
- Executive Committee, Georgia Society for Healthcare Planning, Marketing and Public Relations
- Marketing/Development Chair, St. Mary's Catholic School Parent Advisory Committee
- Mentor, Berry College Center for Integrity in Leadership
- Elder and Deacon, HBC Rome
- Chairman, Haven Health Clinic for Women Board of Managers
- Secretary, Georgia Organization of Nurse Leaders
- Director, Georgia Organization of Nurse Leaders Northern District
- Co-Director, Georgia Organization of Nurse Leaders Northern District
- President, Coosa High School 12<sup>th</sup> Man Club
- Member, Coosa High School Local School Governance Team
- Regional Spokesperson, American Association of Diabetes Educators
- Member, Challenger Sports Spring Formal Committee
- Member, Rome Downtown Development Authority (DDA)
- Chair, Rome DDA Promotions Committee
- Secretary, Coosa River Basin Initiative
- Member, Georgia's Rome Office of Tourism Board

In conclusion, Floyd's commitment to its role as an excellent community hospital may be best illustrated by the extraordinary acts of kindness and compassion that permeate our culture. We believe that it is important to always keep our values and our mission in front of us. On a daily

basis, the employees of Floyd realize that each encounter is an opportunity to put our mission into action. Our commitment to our values and to high levels of employee and patient satisfaction enables a culture of high performance.

### **Quality Leader**

Floyd is a recognized state and national leader in customer engagement, and our comprehensive health care services have earned Floyd regional, state and national accolades and certifications. Over the past fiscal year, Floyd Medical Center and its affiliates received state, national and international recognition.

### **Accreditations and Certifications**

In 2019, Floyd Cherokee Medical Center held the following certifications from The Joint Commission:

- Hospital
- Laboratory

Floyd Medical Center also held the following certifications and accreditation from The Joint Commission:

- Behavioral Health Care
- Hospital
- Laboratory
- Advanced Palliative Care
- Heart Failure
- Inpatient Diabetes Care
- Primary Stroke Center
- Joint Replacement – Hip
- Joint Replacement – Knee
- Spine Surgery

Floyd Polk Medical Center held the following certifications from The Joint Commission:

- Critical Access Hospital
- Laboratory
- Heart Failure

### **Forbes Top Employer**

In 2019 *Forbes* named the Floyd health system a top employer in Georgia. The magazine surveyed 80,000 employees in the United States about their willingness to recommend their employers to other job seekers and asked them to evaluate other employers.

### **CareChex – Medical Excellence**

In 2019, CareChex, an information service of Quantros, Inc., honored Floyd Medical Center for being a top hospital in the nation in the following Medical Excellence categories:

- Overall Hospital Care
- Overall Medical Care
- Overall Surgical Care
- Gastrointestinal Care
- Major Bowel Procedures



- Spinal Fusion
- Spinal Surgery

### **CareChex – Patient Safety**

In 2019, CareChex also recognized Floyd Medical Center for being a top hospital in the nation in the following Patient Safety categories:

- Overall Hospital Care
- Overall Medical Care
- Overall Surgical Care
- Gastrointestinal Care
- Heart attack treatment
- Major Bowel Procedures
- Spinal Fusion
- Spinal Surgery

### **Hospice Honors Elite**

In 2019, Heyman HospiceCare at Floyd was recognized with the 2019 Hospice Honors Elite award, recognizing hospice programs that provide the highest level of quality as measured from patient and family members' points of view. This was the fifth consecutive year Heyman HospiceCare has received this award.

In 2019, Floyd also held the following quality designations from other organizations:

- Comprehensive Bariatric Center accreditation from the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program
- National Quality Measures for Breast Centers Certified Quality Breast Center of Excellence
- Hospice Honors Elite award for Heyman HospiceCare
- American Heart Association / American Stroke Association Get with the Guidelines Gold Plus Award for Stroke Care
- American Heart Association Get with the Guidelines Gold Award for Heart Failure Care (Floyd Medical Center and Floyd Polk Medical Center)
- Chest Pain Center, American College of Cardiology

### **Leapfrog Group Top Rural Hospital**

Floyd Polk Medical Center was named a Top Rural Hospital by The Leapfrog Group. Polk was one of only 17 hospitals in the United States awarded this honor, which recognizes excellence in patient safety and quality care.

### **American College of Cardiology Chest Pain Center**

Floyd Polk Medical Center is an Accredited Chest Pain Center by the American College of Cardiology. The accreditation recognizes the hospital's ability to quickly determine whether a person presenting to the hospital with angina or chest pain, is having a heart attack, and the hospital's ability to respond quickly in the event of a heart attack.

### **American Heart Association Get With The Guidelines Gold Award**

Floyd Polk Medical Center was awarded the American Heart Association Get with the Guidelines Gold Plus Award for Heart Failure Care, recognizing the hospital's commitment to ensuring heart failure patients receive the most appropriate treatment.

**Level IV Trauma Center**

Floyd Polk Medical Center was designated a Level IV Trauma Center by the Georgia Department of Public Health. The designation means the hospital can stabilize injured patients to ensure they can be safely transferred to a higher level of care.

**Antibiotic Stewardship Gold Honor Roll**

Awarded by the Georgia Department of Public Health, the recognition indicates that Floyd Polk Medical Center meets benchmarks in several categories: leadership commitment, accountability, drug expertise, action, tracking, reporting and education.

**Cherokee Medical Center**  
**Summary of Quantifiable Benefits**  
**For period from 07/01/18 through**  
**06/30/19**  
 Classified as to Uninsured/Medically  
 Indigent and Broader Community

<b>Category</b>	<b>Occasions of Service</b>	<b>Total Net Revenues</b>	<b>Total Cost</b>	<b>Offsetting Revenues</b>	<b>Net Community Benefit</b>
<b>BENEFITS FOR UNINSURED/ MEDICALLY INDIGENT</b>					
<b>I. Traditional Charity Care:</b>			455,079		455,079
<b>II. Costs of Public Programs:</b>					
A. Medicaid		2,013,760	2,811,159		797,399
B. Floyd County Clinic			-		-
<b>III. Community Services:</b>					
A. Nonbilled Services					
<b>IV. Bad Debt*:</b>		-	1,436,379		1,436,379
<b>BENEFITS FOR BROADER COMMUNITY</b>					
<b>I. Costs of Medicare</b>		3,598,455	4,481,115		882,660
<b>II. Community Services:</b>					
A. Nonbilled Services	2,485		15,758		15,758
B. Medical Education					
<b>Grand Totals:</b>					<b>3,587,275</b>

## **Definitions**

**Bad Debt** – Those amounts that are patient responsibilities that have been deemed uncollectable.

**Cash/ In-kind Donations** – This category includes any cash or in-kind donations made by Floyd Medical Center and its affiliates.

**Floyd County Clinic** – The clinic provides services to approved indigent patients that are residents of Floyd County.

**Medicaid** – Medicaid is a jointly funded, Federal-State health insurance program for certain low-income and needy people. It can cover children, adults, elderly and disabled citizens.

**Medical Education** – This category includes medical education provided by Floyd Medical Center and its affiliates. The key components of this category are the Family Medicine Residency Program and Medical Clerkships to third and fourth year medical students.

**Medicare** – Medicare is health insurance for people ages 65 and over, along with those that have certain disabilities.

**Net Community Benefit** – The total net benefit provided to the community.

**Non-billed Services** – This category includes those services provided by Floyd Medical Center and its affiliates that are outside the normal patient care services. Examples include free sports physicals for youth, community health screenings and health education programs.

**Occasions of Service** – The number of patient visits or number of people served.

**Offsetting Revenues** – Cash or grants received to offset the cost of a particular program.

**Total Charges** – The total charges for patient services.

**Total Expenses/ Write-Offs** – Expenses are the total expenses for providing health care services. Write-offs are considered Bad Debts and Allowances. Bad Debts are those amounts that are patient responsibilities that have been deemed uncollectable. Allowances are those amounts that are prohibited by federal regulation to be collected from patients.

**Traditional Charity Care** – This category includes services that have been provided to patients determined to be indigent according to the federal poverty guidelines.