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## COMMUNITY STRONG



ANNUAL REPORT OF COMMUNITY BENEFIT | 2015  
HELPING PEOPLE BE HEALTHY

## COMMUNITY IMPACT SUMMARY

JULY 1, 2013 - JUNE 30, 2014

### SUBSIDIZED HEALTH SERVICES

As a full-service regional referral center HaysMed provides many services that as a stand-alone service are not profitable, but meet a defined community need. Examples of these services include sexual assault response care, outpatient behavioral health, infant/child development, and some other outpatient services. In Fiscal Year 2014, the number of patients benefiting from services such as these were 41,606 at a net loss of \$12,423,399.

### CHARITY CARE

HaysMed provides comprehensive health care to all people, including those in financial need. In Fiscal Year 2014, we provided \$1,400,813 of free care to 1,444 patients who did not have the financial ability to pay for their services. About 17.5 percent of the population of Kansas, have no health insurance. A large proportion of this is made up of working families who are self employed or work for small businesses that do not provide health insurance as a benefit.

### COMMUNITY HEALTH EDUCATION AND OUTREACH

Each year HaysMed provides education and outreach services to the community at little or no cost so that money does not become a hindrance to participation.

### MEDICARE AND MEDICAID PUBLIC PROGRAM SHORTFALLS (UNREIMBURSED MEDICAID)

Government programs such as Medicare and Medicaid offer fixed reimbursements based on a patient's diagnosis. This often does not account for the cost of the latest technology and treatment options that are available to give patients the best chance for recovery from an illness. HaysMed offers patients the best interventions available – no matter what reimbursement for the service might be.

In Fiscal year 2014, 6.0% of our patient services were provided to beneficiaries of Medicaid. This equated to 3,633 patients and resulted in reimbursement that was \$2,517,636 less than the cost of providing these services.

In addition to the community benefit presented above, in Fiscal Year 2014, 50.3% of our patient services were provided to beneficiaries of Medicare. This equated to 12,918 patients and resulted in reimbursement that was \$6,429,224 less than the cost of providing these services.

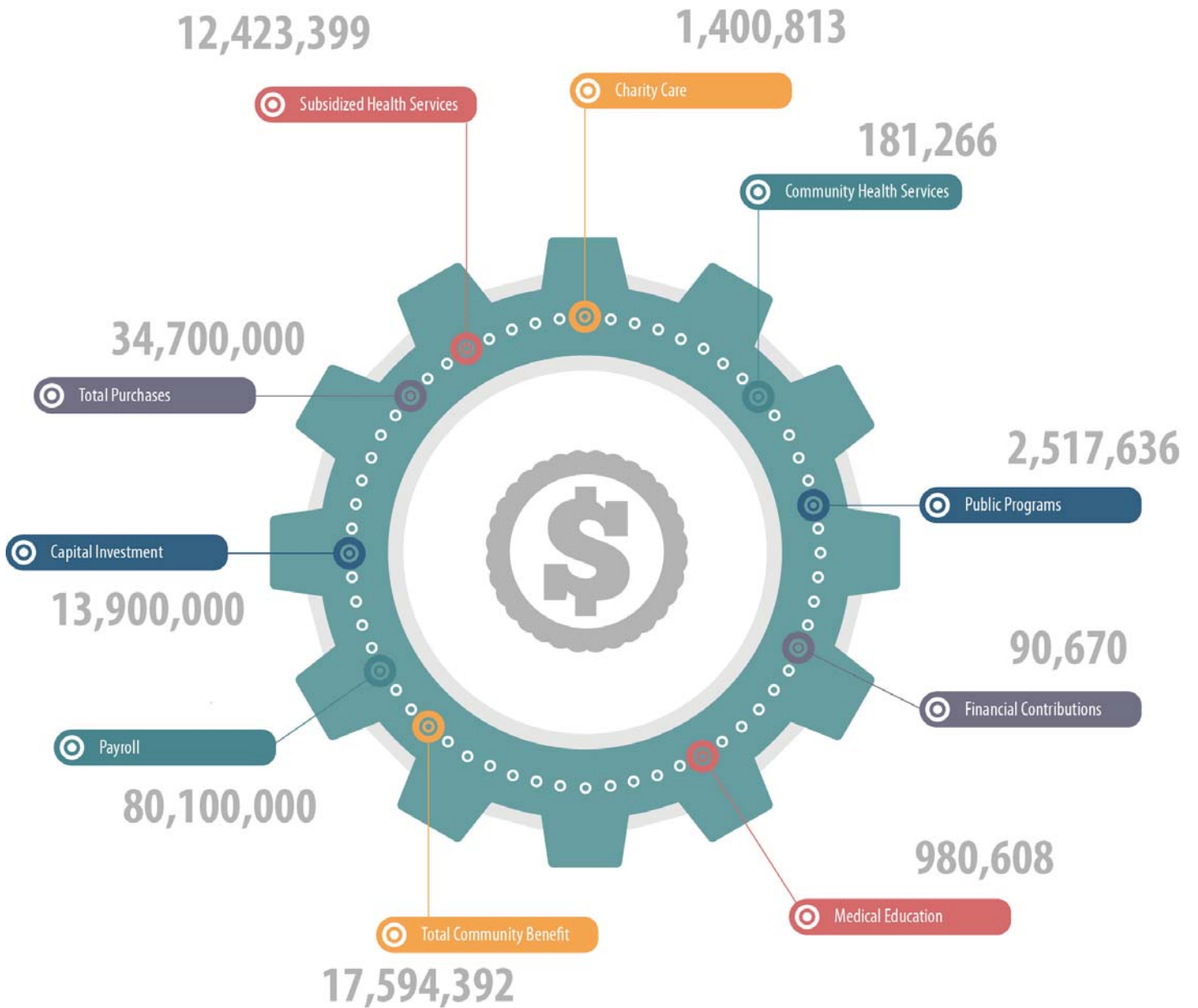
### DONATIONS/CASH AND IN KIND CONTRIBUTIONS

Each year HaysMed donates to many community organizations that improve the health of the citizens of the region.

### HEALTH PROFESSIONS EDUCATION

HaysMed is a major supporter of continuing medical education for our physicians. It is important for physician retention to provide opportunities for our physicians to continue to add to their skill level to provide the latest services to the patients we serve. In Fiscal Year 2014, \$980,608 was invested in these endeavors.

# COMMUNITYIMPACTSUMMARY





## NEW PROGRAMS

### GREAT BEND HEALTHCARE CENTER

To better serve the needs of patients in central Kansas HaysMed opened the Great Bend Healthcare Center in August 2013. Specialists from various areas conduct outreach clinics on a regular basis.

### SKILLED CARE

HaysMed opened a Skilled Care Unit to better serve the needs of patients that require extended care to help transition to either home or a transitional living facility.

### PRIMARY STROKE CERTIFICATION

HaysMed is the first hospital in Kansas to be certified as a Primary Stroke Center hospital by DNV Healthcare, which validates its dedication to the latest and most rapid care possible for stroke victims.

### DREILING/SCHMIDT CANCER INSTITUTE REMODEL

The new space that opened in early 2014 features a more modernized look, enhanced privacy and comfort for patients and new clinical treatment areas.

### ROBOTIC SURGERY PROGRAM LAUNCHED

HaysMed is the first in Western Kansas to offer robotic-assisted surgery with the introduction of the da Vinci® Surgical System. This system offers patients the conveniences of the latest in surgical technology for their procedures.

### ENVIRONMENTALLY FRIENDLY LANDSCAPE INITIATIVE

HaysMed converted a majority of the grounds to environmentally friendly landscaping. This type of landscaping reduces erosion, improves habitat and also reduces the use of water.

### ONCOLOGY/HEMATOLOGY ACCREDITATION

The HaysMed Medical Oncology/Hematology Section of the Dreiling/Schmidt Cancer Institute was certified by the Quality Oncology Practice Initiative (QOPI®) Certification Program, an affiliate of the American Society of Clinical Oncology denoting that they meet the highest standards for quality cancer care.

### GIRL SCOUT EVENT

The Center for Health Improvement developed a program for the Girls Scouts titled - Be the best you! The girls learned how to cook healthy, be safe, and stay fit.

### CORPORATE PRESENTATIONS

The Center for Health Improvement provides luncheon presentations that assist businesses to minimize their healthcare costs, encourages positive workplace health & reduces employee absenteeism by bringing a systematic approach to wellness to their workforce.

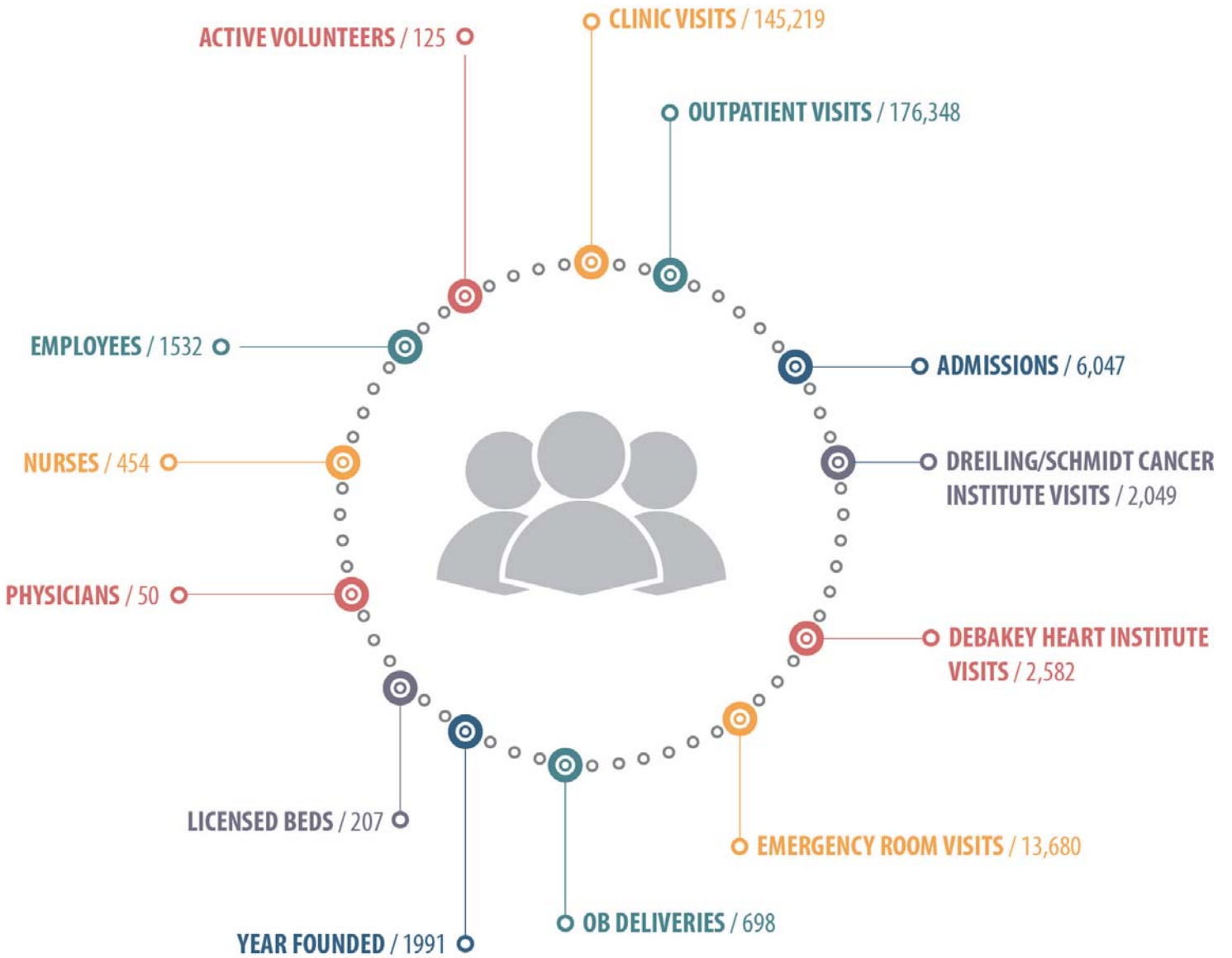
### FITNESS MOB

The Center for Health Improvement, Fort Hays State University, Hays, Russell, Ellis & WaKeeney Recreation Commissions teamed up for a free workout event to pack the football field at Lewis Stadium.

### KIDS QUEST

The Center for Health Improvement and the Hays Medical Center Foundation sponsor a FREE KidsQuest program that encourages youth to log 30 miles of fitness during the summer by running, walking, and biking.

# HAYSMEDATAGLANCE



## ACCREDITATIONS

HaysMed is NIAHO Accredited by DNV Healthcare and ISO Certified.

HaysMed is nationally accredited from DNV Healthcare, the only hospital accreditation program approved by the US Centers for Medicare and Medicaid Services (CMS) that integrates the ISO 9001 Quality Management System with the Medicare Conditions of Participation. DNV's NIAHO accreditation program requires hospitals to evaluate the continuum of patient care throughout its facilities and take measured steps to improve when it is warranted.

Accreditation and recognition by professional organizations are the foundation of quality assurance in healthcare. In addition to the NIAHO accreditation and ISO certification, HaysMed's other accrediting recognitions include:

**CARDIAC REHABILITATION**  
American Association for Cardiovascular and Pulmonary Rehabilitation

**CHEST PAIN CENTER WITH PCI**  
Society of Cardiovascular Patient Care

**MEDICAL ONCOLOGY**  
Quality Oncology Practice Initiative (QOPI )  
Certified Program, an affiliate of the American Society of Clinical Oncology (ASCO).

**RADIATION ONCOLOGY**  
Accredited by American College of Radiation Oncology

**LEVEL III TRAUMA CENTER**  
Verification Review of the American College of Surgeons

**NIAHO HOSPITAL ACCREDITATION**  
DNV Healthcare

**ORTHOPEDIC INSTITUTE DME**  
Healthcare Quality Association on Accreditation

**PRIMARY STROKE CENTER**  
DNV Healthcare

**RADIOLOGY ACCREDITATION**  
American College of Radiology

**SLEEP LAB SERVICES**  
American Academy of Sleep Medicine  
Accreditation

**THE CENTER FOR HEALTH IMPROVEMENT**  
Medical Fitness Association

**ULTRASOUND**  
American College of Radiology



## ONGOING HEALTH IMPROVEMENT ACTIVITIES

### CANCER SUPPORT

#### BREAST CANCER SURVIVORSHIP PROGRAM

The Breast Care Center Survivorship program focuses on the specialized needs of those who have been through a breast cancer diagnosis and treatment. The goals include long term side effect management, prevention of new cancer, management of menopausal symptoms, coordination of multidisciplinary breast care and genetic counseling and/or testing.

#### CANCER COUNCIL OF ELLIS COUNTY

Each year the Dreiling/Schmidt Cancer Institute at HaysMed contributes monetarily and participates in Cancer Council events such as the Day of Caring, skin cancer screenings and distribution of nutritional supplements.

#### AMERICAN CANCER SOCIETY

The Dreiling/Schmidt Cancer Institute serves as the hub for Ellis County and Western Kansas for services of the American Cancer Society. Staff help register patients and coordinate programs such as mileage reimbursement, wigs/head coverings and nutritional supplement distribution. Each year the Dreiling/Schmidt Cancer Institute is a corporate sponsor for the local Relay for Life.

#### MEDITATION & RELAXATION GROUP FOR CANCER PATIENTS

The Dreiling/Schmidt Cancer Institute hosts a monthly meditation and relaxation group for cancer patients. These sessions are designed to help those with cancer reduce stress and aid them in the recovery process.

#### LOOK GOOD, FEEL BETTER

A special session is offered to women undergoing cancer treatment to learn to cope with the appearance related side effects of treatments and regain a sense of control over their lives. Sessions are held monthly at the Dreiling/Schmidt Cancer Institute by the American Cancer Society.

#### MIDWEST CANCER ALLIANCE

The Dreiling/Schmidt Cancer Institute is a member of the Midwest Cancer Alliance (MCA). The MCA affiliation allows patients to participate in clinical trials. The overall goal is that a patient's entire cancer needs can be met at the Institute.

#### PINK SCARF PROJECT

The Hays Medical Center Foundation, Volunteer Services and Dreiling/Schmidt Cancer Institute provide handmade scarves and caps to men and women battling cancer.

#### CANCER COMMUNITY LIBRARY

The Dreiling/Schmidt Cancer Institute maintains a lending library located in the lobby that is stocked with a hand-picked selection of educational and inspirational books, magazines, and pamphlets.

# ON GOING

## EVENTS

### MONTHLY BLOOD SCREENS

The HaysMed Volunteers coordinate convenient, monthly blood screens. A total of 2,683 community members participated in these screenings last year.

### DRIVE THRU FLU

Each year the Hays Medical Center Foundation provides free flu shots to the community. This year 3,050 people received their flu vaccinations courtesy of the many volunteers from HaysMed. Each year during the Drive Thru Flu HaysMed conducts a food drive for the Hays Community Assistance Center.

### BE OUR GUEST

Working with a local motel, HaysMed contributes 75% of the cost of accommodations for patients and their families when they are having an outpatient test, procedure or inpatient visit.

### WILD WEST FEST

One of Hays' most well known festivals provides entertainment and fun for families in the Hays and Northwest Kansas area. HaysMed continues as one of the main sponsors for this event and the Center for Health Improvement provides an early morning workout for festival goers.

### ELLIS COUNTY FAIR

Nothing is more indicative of summer than the local county fair. The Ellis County Fair has been providing entertainment for families for generations and HaysMed is a proud sponsor of these activities.

### COMMUNITY THANKSGIVING DINNER

The annual community Thanksgiving dinner has become a traditional part of the holiday season. The Ministerial Alliance and many groups in Hays come together to help support this worthwhile event. HaysMed contributes annually to this cause.

### UNITED WAY OF ELLIS COUNTY

As one of the largest consistent contributors to United Way, HaysMed presented the organization with a \$62,000 check for its contribution. The majority of the money is raised internally through Associate-driven contests and a hospital-wide contribution campaign.

### HAYSMED RED CROSS BLOOD DRIVE

Six times a year HaysMed hosts the local Red Cross Blood Drive. Last year 450 units of blood were donated and 1,350 lives were saved with these generous donations.

### SALVATION ARMY

HaysMed contributes yearly donations that provide Christmas dinners, clothing, and toys for families in need. Financial assistance also helps with basic necessities, along with seasonal aid.

### SPECIAL OLYMPICS

HaysMed provides manned first aid stations, supplies and prepares one of the meals for the basketball tournament.

### MEALS ON WHEELS

HaysMed coordinates and provides partial subsidies for the Meals on Wheels program. The hospital prepares nutritious meals and local volunteers deliver the meals five days a week.



## FITNESS/LIFESTYLE

### HEALTHY COOKING SEMINARS

Healthy Cooking classes are held quarterly at The Center for Health Improvement. The dietitian presents programs and introduces foods and food preparation methods that contribute to a healthy lifestyle. In addition, many classes focus on food preparation for disease management.

### COMMUNITY HEALTH PRESENTATIONS AND FIELD TRIPS

The staff at The Center for Health Improvement conduct healthy lifestyle presentations for various businesses, organizations and schools in the community. Field trips are scheduled throughout the year.

### PARK CRAWL

A FREE fitness program where participants travel to four parks in the Hays area with different exercises featured at each location.

### PLAY

Working with the school systems in Hays this program is designed for grades K-5 as a before and after school program that provides kids with the recommended minutes of moderate-to-vigorous physical activity and also nutritional education.

### EXERCISE IS MEDICINE

As part of an effort to encourage exercise as a remedy for overall health and to reduce chronic degenerative diseases, HaysMed encourages its physicians and staff to prescribe exercise for patients using Exercise is Medicine, a global initiative endorsed by the American Medical Association.

### WALKING TRAIL/NATURE WALK

The trail is six tenths of a mile asphalt and four tenths of a mile nature walk. There's even a jungle gym for the kids.

### NON SMOKING CAMPUS

HaysMed continues to be an entirely smoke-free campus. As a healthcare facility we have a responsibility to promote healthy lifestyles. Eliminating all the smoking areas on the campus also eliminates the second hand smoke chemicals that people are exposed to.



### CULTURE COMMITTEE ADOPT A SPOT

The internal Culture Committee at HaysMed initiated an Adopt a Spot program. Twice a year Associates from HaysMed pick up litter between 13th and 27th Streets on Canterbury.

### HAYSMED GOES GREEN

As a major employer in the community HaysMed is working to identify ways to be good stewards of community resources. Recyclables at the hospital include aluminum cans, cardboard, batteries, x-ray film, fluorescent lights and paper. Use of skylights, high efficiency lights, reduction of hazardous waste and less toxic cleaning supplies are other ways HaysMed contributes to conserving natural resources. The hospital also practices environmentally friendly landscaping.

# ACTIVITIES

## HEALTH EDUCATION

### HEALTH INFORMATION PLEASE

Providing access to physicians to answer listener's questions, HaysMed is the sponsor of the popular radio program on KAYS in Hays and on KVGB Radio in Great Bend.

### INFANT EXPO

HaysMed co-sponsors the Infant Expo for families with young children to learn about community services available for them and their children.

### FRIENDS AND FAMILY CPR

Seventy-five to 80 percent of all sudden cardiac arrests happen at home, so knowing how to perform CPR can mean the difference between life and death for a loved one. The DeBakey Heart Institute and the Hays Medical Center Foundation sponsor a yearly CPR Training for the public. Last year the event, utilizing certified trained staff and volunteers, trained 190 people on how to administer CPR.

### COMMUNITY HEALTH LIBRARY

The Center for Health Improvement provides the community with the tools to increase their awareness about the positive aspects of physical activity. The library contains information on healthy habits, disease management and achieving lifelong wellness. A computer is available for public use to research health topics.

### CHILDBIRTH EDUCATION

This free 4-week course is offered six times a year for expectant moms and coaches. It provides information about labor, delivery, cesarean section and baby care.

### SIBLING CLASS

Offered free every other month this class helps prepare children for the birth of a new baby. A craft activity, sibling video and tour of the OB area prepare children to feel more involved in the upcoming arrival of a new baby.

### BASIC BREASTFEEDING CLASS

This class is designed for all pregnant mothers and provides instructional activities dealing with all phases of breastfeeding.

### PAIN MANAGEMENT PUBLIC PROGRAM

HaysMed is a resource in the community on identifying pain management techniques and reducing pain especially in the elderly populations.

### CARDIAC COFFEE & CONVERSATION

This educational series offers an informal format for people in the community to talk with the heart specialists and ask questions about their heart health.

### MEDICAL RECRUITMENT

HaysMed continues to successfully recruit health professionals and maintains two full time staff who are continually working to bring in highly skilled physicians, nurses, technicians and other healthcare professionals to practice here.

### NIGHTINGALE EXPERIENCE

In collaboration with FHSU Nursing Department, high school students interested in nursing are given the opportunity to attend a nursing lab educational experience, spend a night in a college dormitory and a day shadowing with nursing professionals at HaysMed.

### NURSE RESIDENCY PROGRAM

The RN residency program at HaysMed allows new nurses to complete an intensive 12-18 week training designed to help them further enhance their learning experience. This program will help promote nursing satisfaction, patient satisfaction and nursing recruitment and retention.

### NURSE HOTLINE

An after hours hotline is available Mon. - Fri. 4:30 pm - 8 am and 24 hours a day on weekends and holidays.

## HEALTH EDUCATION CONT'D

### RURAL RESIDENCY PROGRAM

HaysMed offers a registered nurse training program for 24 critical access hospitals. The program is designed to improve recruitment and retention of newly certified nurses. The 12-week training is designed to bridge the gap between classroom training and actual clinical work environment by providing more in-depth experience to new graduates.

### HEALTH MATTERS

HaysMed, in cooperation with the Hays Daily News, publishes a health magazine highlighting healthy activities and services available for the public.

## GRIEF SUPPORT

### LIVING THROUGH GRIEF

Hospice and Palliative Care at HaysMed provides this free six-week grief support system for any adult experiencing the death of a loved one. Topics include the myths of grief, denial, depression, anger, funerals, rituals, holidays and reconciliation.

### OB MEMORIAL SERVICE FOR FAMILIES WHO HAVE LOST BABIES

The OB Department at HaysMed, along with the Healing Hearts Support Group of Hays, host a memorial for families who have lost a child. A special ceremony and reception is held in remembrance of the families' little angels.

### HOSPICE TRAINING

Hospice provides yearly training for people who wish to become volunteers. Hospice Volunteers provide the many facets of physical, social, psychological and spiritual care that make Hospice special.

### HOSPICE GRIEF INFORMATION – NATIONAL BROADCAST PROGRAM

Each year Hospice hosts a national satellite program on loss and grief. These programs bring current perspectives on dealing with loss and grief and provide the local audience access to nationally known speakers.

## SENIOR PROGRAM

### SENIOR HEALTH AND FITNESS DAY

Area seniors benefit from the annual Senior Health & Fitness Day hosted by The Center for Health Improvement. Each May, a free day of fitness activities and informational sessions is provided to encourage healthy aging.



## SPECIAL NEEDS/UNDERSERVED

### FIRST CALL FOR HELP PHARMACY PROGRAM

Teaming with the First Call for Help program that connects individuals to needed resources, HaysMed provides financial support to provide life saving medications to people who can't afford them. Over \$22,000 was contributed to this program last year.

### FIRST CARE CLINIC

HaysMed provides financial support, including prescription assistance for this clinic that serves the uninsured.

### ONE CALL

HaysMed One Call is a medical concierge service where patients can receive personal assistance in accessing health care or ask questions about the hospital and community.

### SANE/SART

The Sexual Assault Nurse Examiner (SANE)/Sexual Assault Response Team (SART) is a community-based coordinated response to child and adult victims of sexual assault. The purpose of this program is to provide victim centered care to all victims of sexual assault.

### Community Assistance Center Food Drive

HaysMed sponsors a yearly food drive during the Drive Thru Flu to benefit the Hays Community Assistance Center.

## VOLUNTEER PROGRAMS

### VOLUNTEER SERVICES

The HaysMed Volunteers are vital members of the HaysMed healthcare delivery team. Volunteers provide that extra dimension of caring that is essential in a highly technological medical world.

## WOMEN'S HEALTH

### MOBILE MAMMOGRAPHY

The Hays Imaging Center at HaysMed provides mobile mammography services to 17 counties in Western Kansas and Nebraska with life saving screenings for areas that do not have the services available locally.

## YOUTH PROGRAMS

### RESOURCE DIRECTORY

Every year HaysMed provides the printing for the Hays Interagency Coordinating Council Resource Directory that lists the services available for infants, toddlers and preschool children in Ellis and Rush Counties.

### HEAD START

This early intervention, for children birth to age four, provides high-quality programs that enhance children's development during their formative years, and enables parents to be better caretakers. The local Head Start provided families with books about "What to Do When Your Child Gets Sick", a first aid kit and thermometer for which HaysMed provided the funding.

### ENTERTAINMENT EQUIPMENT FOR HOSPITALIZED PEDIATRIC PATIENTS

Laptop computers, Play Station equipment, games and DVD movies are provided by Hays Medical Center Foundation to replace outdated equipment in the Inpatient Pediatric Department. These activities provide children with options for entertainment, school work or normalcy while a patient at HaysMed.

### HAYS AREA CHILDREN'S CENTER TUMBLEWEED TOUR FOR TYKES

Hays Area Children's Center is a private, non-profit agency that has provided quality services for children since 1966. HaysMed is a sponsor of the annual Rope 'em and Ride 'em biking event.

### ELLIS COUNTY SCHOOLS

Each year HaysMed sets aside support for each school in Ellis County to contribute to that individual school's project for the year.

### KIDS FIT CLUB

The Center for Health Improvement provides several programs, all geared to promoting a healthy lifestyle for kids and their families. Included are the Extreme Zone after school program and Adventure Zone providing summer activities.

### CPR IN SCHOOLS

The Hays Medical Center Foundation worked with the Ellis County EMS department by providing them CPR Anytime kits and books to train all Ellis County sixth grade students in life saving CPR.

## HAYSMED LEADERSHIP

### HAYS MEDICAL CENTER BOARD OF DIRECTORS

Ken Beran – Chair  
Alan Moore – Secretary, Chair Elect  
Jayne Clarke – Treasurer  
John H. Jeter, MD - President & CEO  
Dan Schippers  
Dennis Bieker  
Jim Black, DO  
Nancy Curtis  
Mary Martin  
Darrell Werth, MD  
Sharon Dreher  
D. G. Bickle  
Steve Rankin, MD – Chief of Staff  
Lee Hodny, MD – Past Chief of Staff  
Deanna Doerfler  
Brian Lang

### EXECUTIVE/ADMINISTRATION TEAM

John H. Jeter, MD – President/CEO  
Bryce Young – Chief Operating Officer  
George Harms – Chief Financial Officer  
Shae Veach – VP/Regional Operations  
Bruce Whittington – VP/Human Resources  
Terry Siek – Chief Nursing Officer  
Joannah Applequist – In House Counsel/Corporate Compliance Officer

### MEDICAL EXECUTIVE COMMITTEE

#### Physicians:

Steve Rankin, MD – Chief of Staff  
Lee Hodny, MD – Past Chief of Staff  
Jules Whiteman, MD – Secretary  
January Fields, MD – Member at Large  
Chris Fisher, MD – Medicine Chair  
Brandon Cunningham, MD – Surgery Chair  
John H. Jeter, MD, CEO  
Bryce Young, COO  
Terry Siek, RN, CNO  
Shae Veach, VP Regional Operations  
Melanie Urban, Director Patient Quality Services



**HAYSMED**

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