



Helping people
be healthy.

ANNUAL REPORT OF COMMUNITY BENEFIT | 2013

Community Impact Summary

Subsidized Health Services _____	\$ 7,556,971
Charity Care _____	\$ 2,149,704
Community Health Services _____	\$ 380,354
Public Programs _____	\$ 2,622,942
Financial Contributions _____	\$ 109,250
Medical Education _____	\$ 704,484
Total Community Benefit _____	\$ 13,523,705
Payroll _____	\$ 79,580,000
Capital Investment _____	\$ 17,510,000
Total Purchases _____	\$ 37,840,000

NOTE: HaysMed is a non-profit company and as such is required to re-invest any budget surplus back into the organization to improve the level of services that it provides to the community. This report covers FY12 (July 1, 2011 – June 30, 2012).

July 1, 2011 - June 30, 2012

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 2012, the number of patients benefiting from services such as these were 36,843 at a net loss of \$7,556,971.

Charity Care

HaysMed provides comprehensive health care to all people, including those in financial need. In Fiscal Year 2012, we provided \$2,149,704 of free care to 1,455 patients who did not have the financial ability to pay for their services. More than 300,000 Kansans, or about 11 percent of the population, 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 2012, 5.7% of our patient services were provided to beneficiaries of Medicaid. This equated to 988 patients and resulted in reimbursement that was \$2,569,500 less than the cost of providing these services.

In addition to the community benefit presented above, in Fiscal Year 2012, 53.3% of our patient services were provided to beneficiaries of Medicare. This equated to 7,930 patients and resulted in reimbursement that was \$4,981,530 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 2012 \$704,484 was invested in these endeavors.

Patient Care

Number of patients visiting their primary care physician or specialist at HaysMed (total clinic visits) _____	
Number of patients receiving outpatient care _____	145,464
Number of patients admitted to HaysMed _____	173,321
Number of patients seen at the Dreiling/Schmidt Cancer Institute ____	6,696
Number of patients seen at the DeBakey Heart Institute _____	2,580
Number of patients who were seen in the Emergency Room _____	2,374
Number of babies born at HaysMed _____	13,644



To Those We Serve

When an organization's core purpose of helping people be healthy becomes a way of life for its employees, the good that can be done multiplies exponentially. HaysMed has and continues to grow and improve to serve the ever changing community needs.

HaysMed has consistently fulfilled its responsibility to the community and region, not only by providing high quality medical care, but also by committing resources year after year to a variety of programs and services that benefit our patients through education, prevention and support.

Caring for our community family is a long-standing tradition at HaysMed. We have sought to care for all who need us and to bring health, healing and a better quality of life to Western Kansas.

Our community benefit activities take many forms, involve numerous partners and serve a variety of populations. These efforts share one overarching goal: to help our neighbors experience better health at every stage of life. We invite you in this report to "take a look" at the new programs and services along with the ongoing initiatives HaysMed provides to enhance and enrich the health and well being of our community.

New Activities

Best Places to Work in Healthcare

For the fifth year, HaysMed was named one of Modern Healthcare's Best Places to Work in Healthcare.

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.

Nutrition Bootcamp

Nutrition Bootcamp provides information on how to fit eating healthy into your limited time schedule. Quick fix healthy recipes and menu ideas are provided so you don't have to think about what to eat.

Bullying Prevention Summer Program

The Center for Health Improvement sponsored a summer camp to teach children to successfully defend themselves against an attacker by using leverage and proper techniques. The class focused on bullying prevention using self-defense, confidence and character building techniques.

Chronic Disease Management

The Kansas Optimizing Health program is a free quarterly program designed to provide skills and tools for people who have chronic health conditions to manage their illnesses and provide support

Lift System

About 40 overhead lifts were installed in patient rooms on the medical floor. Four lifts are in the rehabilitation department; 12 are in the medical/surgical intensive care unit; and there are 10 each in cardiac progressive care and on the surgical floor.

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.

MILK Grant

The Maximize & Influence Lactation in Kansas (MILK) program provides support and education for new mothers to initiate and maintain breastfeeding.

HIE in Kansas

This secure system will allow doctors throughout the state to access needed patient data via electronic health records thus making health care more efficient.

Healing in Motion

This 12 session program provides a way for cancer survivors to be an active participant in their own treatment and recovery using an exercise plan that addresses muscular strength and endurance, cardiovascular conditionings, flexibility and balance.

Level 3 Trauma

With Level III Trauma designation, the resources and systems are in place to initially stabilize the patient and take care of more types of patient emergencies. If a patient is more seriously injured Level III centers are prepared to stabilize and expeditiously transfer out to a Level I trauma center for further definitive care when necessary.



Ongoing Cancer Support

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.

Cancer Support Group

The Dreiling/Schmidt Cancer Institute hosts a monthly support group for cancer patients and their families. These sessions are designed to help those with cancer cope 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

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 affect management, prevention of new cancer, management of menopausal symptoms, coordination of multidisciplinary breast care and genetic counseling and/or testing.

Patient Simulator

The high-fidelity simulation mannequin (SimMan) is controlled by a computer and simulates many types of medical emergencies including traumatic injuries and cardiac distress. The simulator is used to train nurses in Hays and throughout Western Kansas.

Exercise is Medicine

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

Health Matters

HaysMed in cooperation with the Hays Daily News began publishing a quarterly health magazine to highlight healthy activities and services available for the public.

Community Needs Assessment

Per the Patient Protection and Affordable Care Act requirements HaysMed conducted a needs assessment to determine our community benefit plan, which outlines how we will give back to the community in the form of health care and other community services to address unmet community health needs. The findings of the assessment were adopted by the HaysMed Board on October 30, 2012.

National Speaker Joe Piscatella

Joe Piscatella, National Speaker presented a free public program outlining easy to use information and realistic tips for healthy eating, including cutting-edge methods on how to control your fat tooth, how to read food labels and healthy cooking at home.

Events

Monthly Blood Screens

The HaysMed Volunteers coordinate convenient, monthly blood screens. A total of 3,272 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.

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 \$65,000 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 402 units of blood were donated and 1,206 lives were saved with these generous donations.

Blues and BBQ

The Center for Health Improvement provides group fitness activities during the annual event including early morning yoga, group fitness class and a family boot camp class.

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

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 monthly 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 conducts healthy lifestyle presentations for various businesses, organizations and schools in the community. Field trips are scheduled throughout the year.

KickStart

The Center for Health Improvement's KickStart Healthy Lifestyle program is offered yearly in January. KickStart is a Free, 10 week program designed to encourage people to adopt a healthy living lifestyle to achieve better overall fitness.

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.

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.



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.

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, hosted 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

Each year Hospice provides 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

Health Education

Community Diabetes Education Series

This free monthly session is designed for anyone interested in learning more about the management of diabetes. Different topics are covered at each session with time for questions.

Health Information Please

Providing access to physicians to answer listener's questions, Hays Med 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 182 people on how to administer CPR.

Smoky Hill Public TV Doctors on Call

HaysMed helps underwrite the Smoky Hills Public Television 'Doctors on Call', a live call-in show where medical questions are answered by a panel of Kansas medical professionals.

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

Clinical Experience

HaysMed partners with local educational facilities to provide clinical experiences for students in nursing, athletic training, emergency medication training, respiratory care, physical therapy and radiology. Shadowing opportunities are also available for medical students and others interested in careers in healthcare.

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

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.

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.

Senior Programs

Senior Activity Nights

Monthly gatherings are held for seniors at The Center for Health Improvement. Organized by The CHI Senior Advisory Board, the activities include card night, movie night, game night, croquet, horseshoes and other activities.

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

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 \$22,500 was contributed to this program last year.

First Care Clinic

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

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.

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 14 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 were purchased through the Hays Medical Center Foundation to replace outdated equipment in the Inpatient Pediatric Department. These activities will provide children with options for entertainment, school work or normalcy while a patient at HaysMed.

Hays Area Children's Center Rope 'em and Ride'em

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; Adventure Zone providing summer activities; and the Family Nutrition Zone designed to involve the entire family in healthy lifestyle choices.

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

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Dan Schippers - Chair
Dennis Bieker - Secretary
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Sharon Dreher
Alan Moore
D. G. Bickle
Kurt Rider, MD - Past Chief of Staff
Lee Hodny, MD - Chief of Staff

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Larry Watts, MD - Chief Medical Officer
Bryce Young - VP/Chief Operating Officer
William Overbey - VP/Chief Financial Officer & Chief Information Officer
Dale Montgomery - VP/Support Services
Shae Veach - VP/Regional Operations
Bruce Whittington - VP/Human Resources
Terry Siek - VP/Chief Nursing Officer

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Physicians:

Lee Hodny, MD – Chief of Staff
Kurt Rider, MD – Immediate Past Chief of Staff
Manmohan Biring, MD – Chief Designate
Anthony Hornick, MD – Secretary
Michelle Pope, MD – Member at Large
Wallace Curry, MD – Member at Large
Gilbert-Roy Kamoga, MD – Department of Medicine Chair
David Lenser, MD – Department of Surgery Chair



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