



# Winter Haven Hospital

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## Community Benefit Report for Year Ended 9/30/10

### Statement of Program Service Accomplishments

The Community Benefit contributions of Winter Haven Hospital and the Winter Haven Hospital Foundation include programs and activities that improve access to healthcare and improve health in our communities. Winter Haven Hospital is a not-for-profit organization that is the leading healthcare provider in eastern Polk County, dedicated to the mission of improving the health of the people we serve, by providing the highest quality and most effective care and services – and to return value to the people in our communities. Our history of fulfilling this mission and providing access to medical excellence close to home began in 1926. Since that time we have remained dedicated to meeting the healthcare needs of individuals and businesses in central Florida.

This statement of program service accomplishments is organized using the HERO methodology; Healthcare, Education, Research, Outreach.

### Healthcare

Established in 1926, Winter Haven Hospital serves as the major medical center for eastern Polk County and the U.S. Highway 27/Ridge corridor. Since that time, the local population has grown substantially with over 660,000 people living within 25 miles of the hospital and over 3 million within 50 miles. The hospital is a division of Mid-Florida Medical Services, a locally owned and operated 501(C)(3), not-for-profit organization, which is governed by an independent Board of Trustees made up of local business and civic leaders who serve without pay. With 527 licensed beds, Winter Haven Hospital main campus is the largest of the two inpatient facilities in our healthcare system, followed by our Regency Center for Women and Infants.

With approximately 2,400 employees, Winter Haven Hospital is the largest private employer in eastern Polk County. The hospital is fully accredited by the Joint Commission and has more than 300 board-certified physicians on its medical staff representing every major specialty. Winter Haven Hospital is affiliated with the University of Florida College of Medicine/Shands Healthcare in the areas of emergency medicine, oncology and urology. The hospital is also a member of the American Hospital Association, Florida Hospital Association, the Premier Alliance, and the West Central Florida Hospital Council.

### Hospital based services include:

- The Bostick Heart Center
- The Cassidy Cancer Center
- Three 12-bed intensive care units for medical, surgical and coronary care
- A Nationally recognized Stroke Center
- The Nationally accredited Joy-Fuller Rehabilitation Center
- The Regency Center for Women and Infants
- Center for Robotic Surgery

With community based facilities located throughout eastern Polk and Highlands Counties, Winter Haven Hospital offers numerous specialty programs and units:

- State-of-the-art OB/GYN women's facility
- Level II neonatal intensive care



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- Comprehensive physical rehabilitation inpatient and outpatient centers accredited by the Commission on Accreditation of Rehabilitation Facilities, which are also state-designated for brain injury
- Three cardiac catheterization laboratories
- Clinical lab and regional Blood Bank
- Ambulatory Surgery and Diagnostic Center including new operating rooms, endoscopy procedure rooms and prep and recovery areas.
- Emergency Department
- Seven primary care offices (Auburndale, Bartow, Dundee, Haines City, Lake Wales, Winter Haven (two))
- Inpatient Center for Psychiatry/outpatient behavioral health services
- Diabetes Care Center

With approximately 18,000 total admissions last year, over 1,700 births and over 58,000 emergency and urgent care visits, Winter Haven Hospital continually seeks to fulfill its mission: To improve the health of the people we serve, by providing the highest quality and most effective care and services – and to return value to the people in our communities.

The Joy-Fuller Rehabilitation Center earned its seventh-consecutive 3-year Commission on Accreditation of Rehabilitation Facilities in December 2010. It is the only CARF-accredited inpatient rehabilitation center in Polk, Highlands and Hardee Counties.

The Bostick Heart Care Center was given a three-star rating by Consumer Reports magazine in September 2010. This designation for the Bostick Heart Center's heart-bypass program ranks it as among the top 50 such programs in the nation. Only two other Florida hospitals were given this designation. 2010 also marked the third year in a row that the Bostick Heart Center received the top rating of 3 stars from the Society of Thoracic Surgeons.

In December 2008 the Hospital was awarded Magnet Status which is the highest level of recognition from the American Nurses Credentialing Center. Characteristics that define nursing services in a Magnet organization emphasize high-quality patient care, clinical autonomy and responsibility, participatory decision-making, strong nurse leaders, effective use of resources, and high levels of job satisfaction.

The hospital was one of 60 hospitals to achieve the Gold Elite Award from the American Stroke Association acknowledging at least 2 years of 85% or higher adherence to all performance measures for stroke care with the most recent award coming in January 2009. The hospital program for the continuum of stroke was initially certified by the Joint Commission in July 2005. The program received its second Joint Commission designation in December 2007 and its third designation in December 2009.

Winter Haven Hospital is committed to the highest quality of compassionate patient care by adhering to the following nursing philosophy:

- We believe there is a potential inherent in every human being for self-actualization that can be empowered through the caring nurse-patient relationship.
- We value diversity of human experience and expression by accepting the person not only as he or she is now, but as what he or she may become.
- We believe that we have an ethical and social responsibility to both individuals and society to protect human dignity and preserve humanity.
- We are committed to teamwork and collaboration in which individuals engage in genuine communication, put aside individual and discipline agendas, and put the patient and the patient's social support systems first.
- We actualize these beliefs by promoting and rewarding clinical, administrative, research, and education activities which maintain an exceptional caring relationship with those we are privileged to serve.



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## Winter Haven Hospital meets the organizational description for tax exemption as evidenced by:

- Operating a 24 hour emergency room that is open to all persons regardless of the ability to pay.
- Having an open medical staff with privileges available to all qualified physicians in the area.
- Having a governing body comprised of independent persons representative of the community.
- Participating in Medicare, Medicaid, Champus, and other government sponsored healthcare programs.
- Providing charity care to the indigent as more fully described below.

Winter Haven Hospital offers financial assistance policies that help the low income and uninsured members of the community. All self-pay patients are screened for funding sources at the time of admission or in the pre-admission process. Patients are screened for qualification with federal, state, or county funded programs or the hospital's charity care policy. If the patient qualifies, the Financial Counseling staff assists the patient in the application process. If he or she does not qualify, the hospital offers a variety of payment plans to help accommodate the patient. Uninsured patients receive an automatic 40% discount on their bills. If the patient opts to prompt pay (within the first billing cycle), he or she may qualify for a prompt pay discount of an additional 20% off the billed balance. The hospital's charity care policy complies with Florida's Agency for Health Care Administration charity guidelines which enables us to provide healthcare to patients that are unable to pay due to financial hardship. This policy includes:

- 100 % write-off of charges for families whose income for the 12 months preceding the determination is below 200% of the current Federal poverty guidelines.
- A sliding scale write-off of charges for families whose income for the 12 months preceding the determination is between 201% and 300% of the current Federal poverty guidelines.
- A sliding scale write-off of charges for catastrophic cases where the bill exceeds 25 % of family annual income.

Additionally, the hospital offers discounts for patients who are underinsured and whose insurance has minimal benefits and/or limited coverage.

In order to ensure that everyone in the community has access to quality care, the hospital subsidizes the cost of various critical community healthcare needs such as:

- Anesthesia for Medicaid and indigent patients at its Regency Center for Women and Infants
- The cost of OB/GYN Hospitalists for Medicaid and indigent patients without a primary Obstetrician
- The outpatient mental health programs offered at the Hospital's Behavioral Health Division.

## Education:

*Community education* – Working directly with the community to promote better health by educating them on a variety of topics taught by physicians or other licensed medical professionals, including but not limited to nutrition lectures, diabetes, stroke awareness, safe babysitting and behavioral disorders. A comprehensive listing of our education programs and support groups is published and distributed to 85,000 residents semi-annually in a publication entitled Here's to Your Health and can be found on our website [www.winterhavenhospital.org](http://www.winterhavenhospital.org).

Some examples of our community education offerings include:

- Health Connection – A service available to the community providing physician referrals, health information, and referrals to the many Hospital sponsored programs and events.
- Speaker's Bureau - The Hospital provides speakers to community organizations on a range of medical topics at



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no charge. The hospital's Center for Behavioral Health offers lectures on mental health topics open to the public free of charge.

- **Medical Library** - The hospital maintains a medical library that is open to the public. The library is available at the main campus of Winter Haven Hospital as well as an additional library at the Regency Medical Center and offers books, tapes and online clinical research tools.
- **Diabetes Self-Management Education**- The hospital offers low cost education for people with or at risk for developing Diabetes. The classes help these individuals gain the knowledge and skills needed to modify behavior and successfully self-manage the disease and its related conditions.

*Endowed Chair in Nursing* - The Hospital is also committed to improving the education of nurses in the local area. In 2010, the Winter Haven Hospital Foundation made a substantial donation to Polk State College to create an endowed chair in nursing. This donation helped to underwrite a new teaching position at Polk State College and augment the college's efforts to add a bachelor's degree in nursing program.

*Jean Watson International Caritas Consortium*- The hospital has the privilege of hosting the International Caritas Consortium in April 2011. The consortium is a forum for sharing original scholarship, discussing caring research, and mentoring Caritas Coaches. Attendants come from all over the world to join in the forum.

### Research:

*Research Council* - The multidisciplinary team helps to identify and review potential research projects for Winter Haven Hospital. Additionally, they track research currently in progress and ensure that all policy, procedures and federal mandates are followed.

*Institutional Review Board* - The purpose of the Institutional Review Board is to review, approve or disapprove the initiation of, and conduct periodic review of, biomedical research involving human subjects. The primary purpose of such review is to ensure the protection of the rights and welfare of human subjects. It further will serve as liaison between physicians, investigators, and all other interested parties, and ensure compliance with applicable federal laws and regulations regarding biomedical research involving human subjects. The Institutional Review Board includes engagement of physicians, nurses, board members, administration, pharmacy and three seats for members of the community.

*Research Studies* - The Hospital's commitment to constant improvement has lead to its involvement in several research studies. A few examples from 2010 include research exploring barriers parents face accessing mental health care for their children, research focusing on how nurses can get the rest and personal renewal they need in order to maintain high quality care of others, and research on how a nerve stimulator effects nausea in post-op gall bladder surgery.

*Annual Nursing Research Seminar* -The hospital invites nurses from around central Florida to its exceptional Research Seminar where nationally known speakers educate and challenge the staff. In 2010, over 80 nurses from various hospitals attended the annual nursing research seminar.

*Watson Caring Science Institute* - The hospital became an official Watson Caring Science Institute Affiliate in 2010. The Watson Caring Science Institute is a non-profit foundation that advances philosophies, theories, and practices of human caring. Additionally, the hospital became the 1st hospital to begin data collection for the International Watson Caritas Comparative Database which is database that collects and evaluates nurse caring behavior.



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## Outreach:

*Community health screenings* – Numerous free and/or at cost health screenings were performed at Health fairs in the community, with each fair specializing in women, cardiac or diabetic health issues. These screenings include screens for blood pressure, stress assessments, breast exams, prostate cancer, diet and exercise.

*Community Partnerships* - Our community partners are critical to helping us improve the health and well-being of eastern Polk County. Together, we combine resources and strengths, positively impacting the greatest number of people. By working closely with community leaders, we also build a greater sense of community and a shared commitment toward our common goal of improving the community's health. We're proud of working with the following community partners:

I. *PolkVision* – A senior hospital employee serves as the liaison with PolkVision. The Liaison is Chairman of the Quality of Life Task Force for PolkVision which comprises strategies to be accomplished in 6 areas:

- Healthcare
- Arts, Culture, Recreation
- Family & Youth
- Social Services
- Public Safety
- Seniors

II. *Polk Healthcare Alliance* – A senior hospital employee serves as the liaison with the Polk Healthcare Alliance. As a member of a five person Executive Committee for the Polk Healthcare Alliance, the Liaison reviews progress toward the organization's Community Health Improvement Plan (CHIP).

III. *The Polk County Health Department* - The Hospital jointly collaborates with the Polk County Health Department for the provision of maternity services to Medicaid patients. The Hospital guarantees their access to maternity services by subsidizing and arranging for obstetrical physician services. The Polk County Health Department was selected to receive \$1,950,000 over three years from the state Low Income Pool (LIP) program. These funds provide payments to health care safety net providers who serve the uninsured. Partnering with others they are seeking to link uninsured and underinsured individuals to healthcare coverage and a medical home. They are also seeking to expand access to primary care physicians and medications. Finally, they are assisting people with chronic health conditions in managing their diseases. They are working closely with hospital emergency departments to help ensure that low income individuals find a medical home.

IV. *Haley Center* – The Hospital was instrumental in the development of a free clinic in Winter Haven called the Haley Center. The First Baptist Church of Winter Haven asked for assistance and the health departments, the hospital, the country's Community Health and Social Services Department and others came together to ensure the free clinic's success. It has been operational since December 2005 and the hospital provides free Lab, X-ray and pulmonary function testing. Haley Center and Hospital volunteer staff have helped share their expertise with the Parkview Christian Church (Baptist) in Haines City which is now providing free services in their community.

V. *We Care* - The Hospital participates in the Polk County Medical Association's We Care program. Through a network of 215 medical specialists, We Care helps provide specialty medical care for low income, uninsured residents of Polk County.



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VI. *Polk Health Care Plan* - The Hospital participates and accepts the Polk Healthcare Plan. Polk HealthCare Plan is a public/private partnership that allows for a comprehensive managed health care program for eligible Polk County residents. The Plan provides an integrated system of health care and social services through a wide range of primary and preventive medical care, specialty medical care, hospitalization, diagnostic testing, ancillary services and pharmaceuticals. In essence, the Plan functions as a County-operated HMO for qualified Polk County residents. A senior hospital employee attends the Citizen Oversight Committee, an Advisory body on health issues for the Polk Healthcare Plan. In 2010, the hospital joined with Polk Healthcare and another area hospital to start an initiative that would bring an additional \$1 million worth of primary care services to low income residents of Polk County.

VII. *Physician Recruitment* - The hospital has a full-time physician recruiter and actively recruits physicians in primary care and specialty care areas where it has identified a community need. The hospital also works closely with physician groups to assist them in recruiting new physicians to our area.

### **Sponsored community events – Winter Haven Hospital and its employees provided sponsorship and fund raising for these and many other community organizations and events:**

- I. Heart Smart Days: A luncheon, health fair and lecture series focused on heart health education
- II. Citrus Classic: Features a 5k run, three-mile walk and Kindergarten Dash.
- III. Heart Walk: A three-mile walk benefiting the American Heart Association.
- IV. Relay for Life: A 18-24 hour relay walk benefiting the American Cancer Society.
- V. Baby-to-be and Up-to-three: A fun and informative health fair for expecting parents and young children which includes exhibits, child ID fingerprinting, fire safety, bike helmet fittings, and free immunizations for children.
- VI. Just Culture Community Seminar: The hospital sponsored a seminar hosted by world-renowned expert Sidney Dekker which was part of the Hospital's ongoing effort to heighten awareness about safety issues in the work place.
- VII. Neighborhood Services Center: The Hospital maintains a Neighborhood Services Center and employs a full time director in order to coordinate speakers, entertainment and health fairs primarily for senior citizens.

The hospital also sponsors and offers free meeting space for a variety of support groups such as cancer, epilepsy, grief, caregivers, lupus, leukemia, brain injury, aids, Alzheimer's, and domestic violence.

*Peer Recovery Program* - The Hospital facilitates the Peer Recovery Program which provides education, socialization, employment skills, and support to consumers who have a mental health diagnosis. Membership and participation is free and open to everyone in the community.

*Community Leadership* - The Hospital enables its leaders to participate in organizations that benefit the well being of the community including for example: The United Way, Girls, Inc., the Women's Resource Center, the Chamber of Commerce for several local communities, and the American Heart Association.

### **Volunteer Services Department**

The hospital also has an active and important volunteer department with over 350 active members serving throughout the hospital for over 78,540 hours.

The hospital volunteers have also spent also serve the community with a Patient I.D. Fair, HIM Bake Off, Polk Heartwalk, Heart Smart Day and the Women's Health Fair. They also provide special Christmas stockings for infants going home on Christmas and sponsor the Christmas Angel Tree program.



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## Community Benefit Quantification

The following financial information represents a quantification of Winter Haven Hospital's community benefit for the fiscal year ended September 30, 2010. This quantification was developed using the principals set forth under IRS Schedule H. The hospital will file IRS Schedule H with its 2009 Form 990 as required by IRS regulations for Fiscal Year ending September 30, 2010.

### 2010 Charity and Medicaid Cases:

	Charity	Medicaid
Emergency Department	4,676	7,628
Inpatient	551	2,024
Other	723	1,532
Total	<u>5,950</u>	<u>11,184</u>

### Charity Care and Certain Other Community at Cost:

Charity Care - at cost	\$ 9,320,395
Direct Community Based Healthcare Programs	\$ 367,571
Unreimbursed Cost of Medicaid Programs	\$ 11,046,878
Unreimbursed Cost of County Indigent Care Program	\$ 923,433
Donations and Community Groups	\$ 79,339
Education/Health Fairs	\$ 122,603
Enrollment Assistance in Government Programs	\$ 165,995
Health Professionals Education	\$ 349,805
Total Charity Care and Certain Other Community Benefits at Cost	<u>\$ 22,376,019</u>

### Community Building Activities:

Physician Recruitment	\$ 246,782
Subsidized Cost of Regency Anesthesia	\$ 250,000
Total Community Building Activities	<u>\$ 496,782</u>
<b>Total Quantifiable Community Benefit</b>	<b>\$ 22,872,801</b>

The Community Benefit Quantification shown above does not include the following important demonstrations of the Hospital's community support

• Cost of Uncompensated Care to Patients above the poverty line	\$ 10,275,642
• Shortfall of Medicare Funding for Patient Care*	\$ 16,199,168
• Scholarship for Workforce Development	\$ 38,588

\$ 26,513,398

\*From Medicare Cost Report

Excludes other Medicare (HMO, PPO, etc.) Shortfall of \$11,051,303