



2017 Community Benefit Report

Community Benefits

Identifying Community Needs

As part of our responsibility as a non-profit health care system, Beaumont Health tracks and reports our community benefit. A community benefit is a program or activity that provides treatment or promotes health and healing as a response to identified community needs.

Beaumont Health is dedicated to providing the right programs and serving our community where they need it most. In 2016, Beaumont led an extensive Community Health Needs Assessment (CHNA), utilizing data from multiple sources encompassing Wayne, Oakland and Macomb counties. The community-informed assessment identified **cardiovascular disease, diabetes and obesity** as health priority areas to be addressed in Beaumont Health communities.

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Beaumont

Addressing our community needs

To address the alarming trend in chronic disease, Beaumont has partnered with key community stakeholders to improve health; one community at a time.

Healthy Communities

This place-based initiative encourages residents to lead healthier lives – and provides resources to help. Its integrated framework coordinates primary health care, public health and community interventions emphasizing a shared responsibility for community health, while encouraging residents to take active roles in their own health. In 2017, Beaumont's Healthy Communities (Dearborn, Taylor, Trenton Wayne and Westland) worked to enhance the quality of life in our community through a variety of community outreach initiatives and community health programs in collaboration with our community partners and hospitals.



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The **Prescription (Rx) for Health program** is a 16-week program funded by a Michigan Department of Health and Human Services Innovation Grant and Beaumont Health, in partnership with Meijer Inc. Physicians identified low income patients in the Beaumont, Wayne community struggling with obesity, diabetes and/or hypertension. The program is aimed to increase fruit and vegetable consumption and support health behavior change. Participants were surveyed about food insecurity and, once enrolled, received weekly digital coupons to purchase produce at Meijer stores. Participants also received individualized health coaching sessions, receiving calls every other week to gather information and provide education. The program resulted in an increase in consumption of non-fried vegetables (11% to 36%), fruits (8% to 54%), salads (9% to 29%),

confidence in purchasing healthy foods (32% to 64%) and confidence in cooking healthy foods (43% to 64%).

Beaumont Health dietitians also partnered with Meijer, Inc. to host a series of **grocery store tours**. With more than 45,000 different food items available, help in navigating the store for healthy food choices can improve the health of families in our community. “Knowing what foods to look for, where they’re located and understanding how healthy they are for you can be an empowering experience,” said Shannon Szeles, registered dietitian, Beaumont Health. Each tour focuses on a specific area of nutrition and provides helpful tips. “Education offers shoppers the first line of defense in preventing and treating chronic disease,” says Szeles.



Beaumont Gets Walking

In 2017, "Beaumont Gets Walking" became the program name for all community walking initiatives across Beaumont. Beaumont Health conducts several walking initiatives to encourage community residents to engage in walking and increase physical activity.

Walk with a Doc is a national program started in 2005 by a cardiologist in Ohio. Beaumont Health physicians walk with members of the community answering questions and offering education on various health issues. Variations of the program such as 'Walk with a Cop' and 'Walk with an Official' are also offered which include health screenings.

Numerous neighborhood walking groups have been established in our local communities. Their goal is to create 'walking champions' at the community level and encourage people to join. The concept of the groups is that walking is easiest when it's a part of everyday activities and locations where people spend their time, such as neighborhood, worksites, schools, parks and malls.

Red October Run is an annual running and walking event catering to adults and children with varying levels of experience, fitness and mindset. Race day festivities include a 'health and wellness tent' with displays staffed by clinicians and professionals for one-on-one education and information on various health topics. Now in its 26th year, the event has continued to grow with attendance of 1,477 in 2017!



Bike Share Program

Beaumont Healthy Dearborn partnered with Zagster to implement a bike-share program in the city of Dearborn. Ten bike stations are located in key destinations making it easier to quickly and conveniently connect for short-distance trips. Many residents use the bikes for a weekly community bike ride, also hosted by Beaumont. During the first two months of operation, the Beaumont bike share program had the highest member enrollment, usage and number of riders over all other municipalities across the country!

Minimizing chronic disease through education & screening

CATCH Kids Club is a physical activity and nutrition program designed for elementary and middle school aged children in afterschool and summer settings. The program is composed of three elements: educational lessons related to nutrition, physical activity and screen time reduction, hands-on snack preparation and structured physical activities all provided in a CATCH Kids Club Physical Activity Box. During 2017, Beaumont CATCH Kids Club was offered in 26 schools.

In further addressing healthy eating and active living strategies, Cooking Matters programs have been initiated. **Share our Strength's Cooking Matters** is an evidence-based national program recognized by the U.S. Department of Agriculture for excellence in nutrition education. Cooking Matters equips families with the skills they need to stretch their food dollars. Chefs and Beaumont registered dietitians provide 6-week workshops that illustrate how to shop for and prepare healthy meals on a limited budget. This knowledge can mean the difference between feeding families just for one night or worrying about when their next meal will come. Participants receive groceries at each class session so that they can practice what they learned. **Cooking Matters at the Store** is a single session program providing skills for limited budget food shopping in a real-world setting. This is based on research showing that the ability to comparison shop and read nutrition labels is associated with measures of better dietary quality.

During 2017, Beaumont Health offered the **My choice...My Health Diabetes Prevention Program (DPP)** to the community. The program emphasizes improving food choices, being physically active for at least 150 minutes each week and developing skills to identify and overcome barriers when making lifestyle changes. Managing stress and staying motivated are also addressed. Program participants cut their risk for type 2 diabetes by up to 58%. People older than 60 years cut their risk by up to 71%.

Beaumont's Heart Health and Diabetes Screening program provides blood pressure, blood cholesterol and glucose measurements. Risk factor consults are included for maintaining a healthy diet, engaging in regular exercise, annual physical exams and avoiding all tobacco use. Body Mass Index (BMI) measurement is incorporated into select events as well.





Every year, students die from sudden cardiac arrest due to abnormal heart structure or abnormal rhythms. The **Beaumont Student Heart Check** program has done its part to identify and protect students ages 13 to 18 by determining whether they are at risk for sudden cardiac arrest. Beaumont student heart checks include a medical history, physical examination, blood pressure check, electrocardiogram and a quick-look echocardiogram. This type of heart check is generally not included in the routine physicals required before participating in school sports.

About 100 volunteers help Beaumont cardiologists and technicians with the screening of about 450 students during a seven-hour visit to a high school.

During 2017, Beaumont Health brought the program to six high schools. “We offer something the students can’t get anywhere else and we are doing it for free,” Jennifer Shea, Student Heart Check Program Coordinator said. “In addition, by learning CPR and how to use an AED, students can be part of the response and not just bystanders.”



“We offer something the students can’t get anywhere else and we are doing it for free.”

Jennifer Shea, Beaumont Heart and Vascular Administration

Beaumont Hospital, Troy volunteered to host community events targeting heart disease, diabetes and obesity — the top three identified community needs based on Beaumont Health’s recent Community Health Needs Assessment.

The first event, **Keeping the Beat**, was emceed by Fox 2 News anchor Roop Raj. More than 115 attendees came to receive information on how to take control of their heart health and help loved ones too. The night also included an interactive health fair and presentations from Beaumont cardiologists, dietitians, exercise physiologists and a heart disease survivor.

The next event, **Living Well: Managing and Preventing Diabetes**, attracted more than 180 community members to Beaumont Hospital, Troy.

“Our patients have many questions about diabetes. This event was a great way to support our community and share knowledge that will assist our patients and families to take an active role in their health and wellness,” Beaumont, Troy, President Nancy Susick, RN, said.

Beaumont Health provides care, education and resources to improve health throughout the region.



27,854

community members registered for health classes



11,491

primary care/behavioral health visits to Beaumont Child & Adolescent Health Centers



25,190

calls to 'Ask a Nurse' hotline



14,989

children in Michigan screened since the Student Heart Check program began



12,975

medical & health professional students received education from Beaumont

Addressing social determinants of health

Beaumont Child and Adolescent Health Centers promote the health of children, adolescents and their families by providing important primary, preventative and early intervention health care services. Our centers provide primary care, preventative care, comprehensive health assessment, vision and hearing screening, medication, immunization, treatment of acute illness, co-management of chronic illness, health education and mental health care. The centers are funded by the Michigan Department of Education and the Beaumont Health Foundation.

Beaumont has a total of seven CAHC/Teen Health Center sites located in cities with high poverty rates, minimal resources for medical/mental health care and many underserved/high risk youth. Each center has established its own community and youth advisory council. The councils are made up of parents, community members, school officials, and youth and health professionals. The centers work to achieve the best possible physical, intellectual and emotional health for area teens.



Physicians in the community

For those seeking a fresh start after jail, prison or gang membership tattoos can be difficult to hide and expensive to remove. As part of her Dermatology faculty role, Dr. Annette LaCasse, along with residents at Beaumont, Farmington Hills, dedicates time to **Freedom Ink**, a program offering tattoo removal for returning citizens and former gang members so they can start new lives. The free program is offered at Southwest Detroit's Hispanic Development Corporation. There are only three other programs in the country that offer this service. Freedom Ink has already served thousands of people and is looking at newer technologies in order to decrease the number of treatments needed. Lance Alexander has been receiving treatments for months. "I just want to be normal," he said. "Wake up in my own house, have my own vehicle, kids running around, going to school."

It's not often you can go to a doctor's appointment and leave with fresh vegetables cultivated by the physicians themselves. For patients at the Beaumont Medical Center, Westland, however, it's a possibility, thanks to a program started this year at Beaumont Hospital, Wayne. The Family Medicine Residency program created a small **community garden** where residents grow fresh vegetables to give to patients who have difficulty affording healthy foods. "You should see their faces: they're really happy," said Karen Weaver, M.D., director, Family Medicine Education program. "They come to see us and they leave with something healthy. "Patients can get fresh cucumbers, tomatoes, lettuce and zucchini straight from the garden when they visit the doctor. Dr. Weaver said they also provide their patients with additional nutrition tips. "We're giving them something fresh and healthy that they can take home and we give them ideas on how to cook it," she said.



With our patients in mind

Hospitalized children can feel isolated from the world and have a hard time settling in for a good night's sleep. Beaumont Children's asked community members to help. All they needed was a flashlight.

Moonbeams for Sweet Dreams is a new program created by the Beaumont Children's Pediatric Family Advisory Council at Beaumont, Royal Oak. At 8 p.m. every evening in December, pediatric patients shine flashlights from the hospital windows and look for community members standing outside the hospital to flash them back. It only takes a few minutes but means a great deal to young patients and families.

"It gives me joy to give joy to other people," said Debbie Baker-Smith of Clawson whose daughter, sister and niece were among the 200 or so volunteers at one Moonbeams event. "It shows that people care."

The program is in its second year, and volunteers are bringing more than just flashlights. Lighted signs wishing the children sweet dreams joined the flashing lights of fire engines and police cruisers from area fire departments on recent "Moonbeam" evenings. Says Beaumont Children's Child Life Supervisor Kathleen Grobbel, "With the help of the community, we can make sure they go to bed with smiles on their faces."



Learning to ride a bike is considered a rite of passage, but for some children with special needs, pushing the pedals of a traditional bicycle is not possible. Ilaria Finocchio, 8, was diagnosed with autism when she was 2 years old. Ilaria was one of the children who received a free, customized adaptive bike as part of Beaumont Children's **2017 Bike Day**. "We wouldn't be able to give her a bike without this program. The bike helps my daughter exercise in an enjoyable way," Ilaria's dad said. "She is so excited!" The bikes range from \$1,300 to \$5,000. Some are pedaled by hand, others by foot. Mechanics customize and adjust each bike to fit the specific child. Private, individual donors and Beaumont Children's Miracle Network fund the program. This year, 132 children will enjoy the freedom of riding a bicycle around their neighborhood. Deb Adsit, supervisor, outpatient physical therapy for pediatric rehab said, "It's so inspiring to see children smile on Bike Day. It's the day every year where we prove the impossible is possible."

Advancements in care

This year, Beaumont Children's Hospital became the first Michigan hospital to offer the FDA-approved **Vagus Nerve Stimulation (VNS) Therapy for children with epilepsy**. VNS therapy is one of the smallest and lightest devices available for the treatment of drug resistant epilepsy and works by sending electrical impulses to the brain to reduce the frequency and duration of seizures. If a patient's heart rate suddenly elevates, which is common during a seizure, the device sends a signal to the brain to try to stop the seizure.

Beaumont's Center for Exceptional Families (CEF)

is recognized as an Autism Center of Excellence by Blue Cross Blue Shield of Michigan. During 2017, the Center expanded to include more than 10,000 square feet of space. With the increasing demand for this specialized care, CEF added comprehensive and focused, applied behavioral analysis (ABA) treatment and a training site for future therapists. In addition to physical, occupational and speech therapy, social work, psychology and dietitian services, this new space includes classrooms,

a sensory room, an apartment for teens and young adults to learn and practice life skills, audio/visual equipment and technology that supports observation and assessment with clinical learning space to teach a new generation of therapists and professional clinical staff.

The team of Beaumont Children's specialists works in collaboration with the Early Childhood Education Center and College of Education, Health and Human Services at University of Michigan - Dearborn. This collaboration provides unique education and training opportunities for approximately 225 registered behavior technicians and 25 board-certified assistant behavior analysts. CEF's autism center is a premier one-of-a-kind facility with support from medical and academic institutions. The Center serves children with disabilities and other special needs and their families throughout Southeast Michigan and Ohio, regardless of their ability to pay.

Beaumont's Proton Therapy Center is one of the most innovative and comprehensive image-guidance systems for proton beam therapy available today. It offers patients safer cancer treatment as an alternative to conventional radiation therapy with greater precision to destroy cancerous cells and spare adjacent healthy tissue with fewer side effects. Beaumont Health was the first to offer a Proton Therapy Center in Michigan.

Bill Baker, 86, was the first patient to use the proton therapy in hopes of reducing the size of his brain tumor. Said Baker, "I'm an engineer. I look at things from an engineering perspective. The more I learned about proton therapy technology, it boggled my mind - positively charged particles, accelerated by a cyclotron, destroying cancer cells. It's like something out of science fiction. I can't say enough about all the people here, they have been great. The facility and care has been outstanding."



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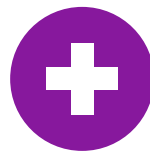
2017 Community Investment



\$167,475,585
Total Community Benefit



\$96,772,623
Health Professions
Education



\$22,942,976
Unreimbursed
Cost of Medicaid



\$14,628,220
Community Health
Improvement Services



\$24,881,012
Financial Assistance

Financial Assistance	\$24,881,012
Unreimbursed Cost of Medicaid	\$22,942,976
Community Health Improvement Services	\$14,628,220
Health Professions Education	\$96,772,623
Subsidized Health Services	\$6,221,071
Research	\$1,268,334
Cash and In-Kind Contributions	\$761,348