

Caring for Our Community

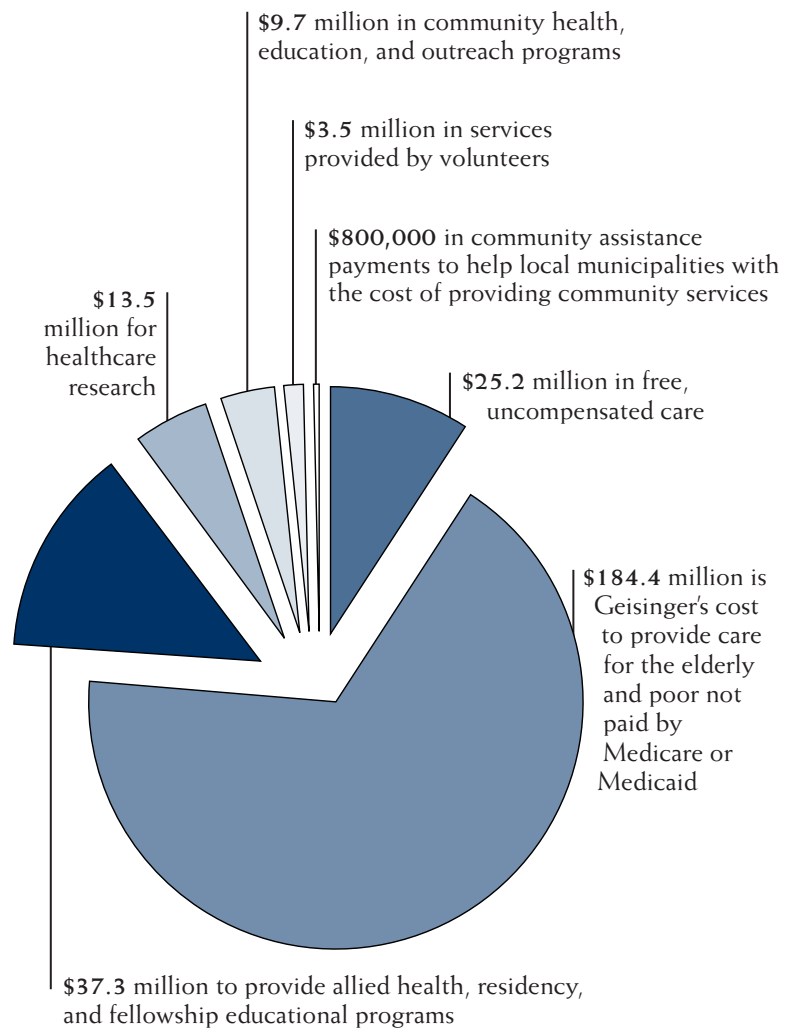
Geisinger and its employees are dedicated to enhancing the health and well-being of central and northeast Pennsylvania through high-quality, compassionate care provided to all who need it. As a community-based, not-for-profit organization, Geisinger takes seriously its responsibility to invest resources and energy into understanding and meeting the diverse health needs of the region and ensuring that everyone, regardless of their ability to pay, receives the care they need.

Geisinger's \$265.9 million in community support represents 15% of Geisinger's operating expenses. This is three times greater than the amount of community services necessary to meet Pennsylvania's standards as a charitable institution. More importantly, however, it has a positive impact on the health and well-being of people throughout the region.

Working Toward a Healthier Community

Partnering with two regional organizations—ACTION Health in the Central Susquehanna Valley and Healthy Northeast PA in the Wilkes-Barre and Scranton area—Geisinger identified a variety of community health needs. These findings are helping determine the organization's short- and long-term priorities and strategies for improving health. Priorities identified include access to healthcare services and preventive care, diabetes, mental health, obesity, and treatment for substance abuse. Examples of priority programs include:

Geisinger Community Benefit: At-a-Glance



Colorectal Cancer Education Program

Colon cancer is the second leading cause of cancer death in the United States; however, the number of deaths from this disease can be decreased considerably with preventive healthcare including colonoscopies. Geisinger completed an extensive community education campaign during 2010 to increase awareness of the importance of colonoscopy screening. Responding to studies indicating that women would prefer to have their colonoscopies performed by a female, Geisinger designed a Women's Colonoscopy Clinic—the only one of its kind in the region—that provides comfort, privacy, and personalized care from a team of female clinicians.

Diabetes Care

Community health surveys indicated that people with low income and no health insurance are at risk for not managing their blood glucose levels. To help ensure these people receive appropriate care, Geisinger partnered with area Volunteers in Medicine free health clinics to train staff regarding diabetes treatment and education. When blood glucose levels are kept level, patients enjoy better health and avoid many of the complications of this disease.

Substance Abuse

Addiction disease continues to be a concern across the country and throughout central and northeast Pennsylvania. Often undiagnosed and untreated, addiction results in poor health not only for the individual with this disease, but also his or her entire family. To assist PCPs with identifying substance abuse in patients and beginning treatment, Geisinger's Marworth Alcohol & Chemical Dependency Treatment Center started a program that places addiction counselors in physicians' offices. Marworth staff

are now located at Geisinger-Lake Scranton and Geisinger-Tunkhannock, with plans to expand the program in the future.

CareWorks™ Convenient Healthcare

To help improve access to healthcare services and preventive care, CareWorks, a wholly-owned subsidiary of Geisinger Health System, operates convenient affordable clinics inside retail outlets in Allentown, Clarks Summit, Tannersville, Stroudsburg, and Schnecksville. With no appointment required and a cost structure that is substantially less than fees in urgent care or emergency settings, CareWorks provides medical services to patients who might otherwise delay or avoid seeking treatment for minor illnesses and injuries including flu symptoms, bronchitis, ear infections, sprains, and strains. In the past two fiscal years alone, more than 16,000 patients with no health insurance received prompt, affordable healthcare at these locations.

Facing a Pandemic

In addition to the health concerns identified in the community health needs assessments, Geisinger also played an important role during the H1N1 influenza pandemic. With no reliable way to predict the reach or severity of the pandemic, Geisinger took action to help limit the spread of flu throughout the region. Led by Geisinger, the organization conducted weekly meetings with those responsible for the health and safety of patients and students at area hospitals, health systems, colleges, and universities. Geisinger healthcare professionals provided guidance regarding policies and procedures to limit visitation and exposure to influenza, increase the percentage of people receiving flu vaccinations, and care for those who became ill.