

GEISINGER
HEALTH SYSTEM
REDEFINING BOUNDARIES®

geisinger.org

Produced by
Geisinger Health System's Department of Public Relations & Marketing
570.271.7807

2009
SYSTEM REPORT

INNOVATION

Table of Contents

Mission and Vision 3
Leadership Message 4
Healthcare for Tomorrow:
An interview with CEO Glenn D. Steele, Jr., MD, PhD 5
A History of Innovation: A Woman of Vision 7
Transformation Through Innovation,
Q & A with Chief Innovation Officer Ronald Paulus, MD, MBA 9
Patient Care & Technology 11
Research 19
Education 21
 Magnet
 Geisinger Ventures
 Geisinger Community Health Services
The Geisinger System 23
Accreditations, Commendations, and Awards 29
Leadership Recruitments & Promotions 33
Appendices 36

2009
SYSTEM REPORT

“Innovation brings quality and value to healthcare...
we hold ourselves to the highest standards to
ensure optimal outcomes for our patients.”

- Glenn D. Steele Jr., MD, PhD
*Testimony to Committee on Finance
United States Senate, April 21, 2009*

INNOVATION

Leadership Message

Our Mission

Enhancing quality of life through an integrated health service organization based on a balanced program of patient care, education, research, and community service.

Our Vision

To be the health system of choice, advancing care through education and research. Our vision is focused on the following four themes:

- **Quality**—providing superb care across the organization
- **Value**—providing efficient and effective care where and when it is needed
- **Partnerships**—working collaboratively with other providers, businesses, and educational institutions
- **Advocacy**—championing causes to improve rural health.

Five years ago, we set forth a very concise, powerful vision: Geisinger Quality—Striving for Perfection. Since that time, the entire Geisinger family has been working determinedly to achieve that vision by focusing on a set of strategic priorities:

- *Quality and Value*
- *Innovation*
- *Expanding the Clinical Market*
- *Securing the Legacy*

Geisinger's efforts are aimed at ensuring patients have access to quality care that adds value, creating new knowledge through education and research, and regularly translating research findings into practical clinical care solutions to benefit our patients now—not in years or decades. In part, we achieve this by developing and executing innovative practices and programs in patient care, research, education, and technology.

With the support of our Foundation Board, patients, community, leadership team, and entire staff, Geisinger has achieved a position of national prominence. We have been lauded by the media, Congress, and the healthcare community. We have even been honored by a noteworthy mention in President Barack Obama's September 2009 speech to Congress.

But we cannot—and will not—stop here. We continue to “Strive for Perfection” throughout our entire health system. Innovation—one of the four tenets of our vision—is one of our major enabling factors. It is a pillar that is at the heart of how Geisinger is transforming the delivery of clinical care.

This report, therefore, is dedicated to innovation, and how we are integrating innovation into everything we do on behalf of our patients and members. This report demonstrates our commitment, progress, and vision for Geisinger as a nationally renowned, yet locally committed healthcare delivery organization.



Glenn D. Steele Jr., MD, PhD
President and Chief Executive Officer



Frank M. Henry
Chairman of the Board

INNOVATION

Healthcare for Tomorrow

An interview with CEO Glenn D. Steele Jr., MD, PhD



If 2009 is remembered at Geisinger Health System as the year of presidential accolades, national media attention, and employee pride, what can we expect for 2010?

The answer, says Geisinger Health System President and Chief Executive Officer Glenn D. Steele Jr., MD, PhD, is an increase in innovation designed to transform clinical care delivery and optimize the use of healthcare resources. Dr. Steele believes Geisinger is well positioned to build on its status as a national leader in the delivery of quality care and value to its patients and members.

"Creating an engine of innovation to address fundamental flaws in our country's delivery of and payment for healthcare is something that must be continuous and built into the system," he explains.

Those flaws include a perverse system of rewarding providers for the volume—not the quality or effectiveness—of their work. Geisinger continues to play an active role in the adoption of pay for performance initiatives, such as the health system's ProvenCare® program.

"We are working with the American College of Surgeons and the American Cancer Society to apply the ProvenCare evidence-based, step-by-step approach to reengineering diagnosis, staging, and therapy for early lung cancer," says Dr. Steele. "Expanding ProvenCare at Geisinger from heart surgery, orthopedic surgery, and obstetrics to treatment for lung cancer is pretty exciting."

What helps make Geisinger different from other U.S. healthcare providers is the integration of the health system's hospitals, approximately 800-member physician group practice, system-wide research initiatives, 230,000-member health plan, and extensive electronic health record system. Geisinger's collaborative culture, ability to recruit and retain the best and the brightest professionals, and significant investment in advanced technology all contribute to the health system's ability to develop programs that improve care and provide increased value.

Another advantage, notes Dr. Steele, is rural Pennsylvania's stable population, which allows Geisinger to use its sophisticated electronic health record system to longitudinally track the impact of its innovative clinical processes on the health of generations of patients. "Due to the shifting demographics of their patients and a less developed electronic health record, most medical centers don't have that opportunity," says Dr. Steele.

Clearly, this means Geisinger is in an excellent position to continue to innovate and develop new models of care. "What's more," explains Dr. Steele, "we can create patient-centric models that revamp the way physicians are paid. The idea is to develop a system that rewards the quality, not the amount of work."

Since Geisinger aligned physician compensation with clinical outcomes rather than units of work, overall productivity has increased from the 55th to the 75th percentile—which ultimately benefits patients and members.

And Geisinger's models aren't just applicable to northeast and central Pennsylvania. "I would like to figure out how to take what has become a national brand—Geisinger—and transform it into something real to benefit patients everywhere," Dr. Steele states. "We have so many different hospitals and insurance companies from across the country coming to visit us in hopes that they will be able to extract key insights and scale what we've learned here to their particular situations. That, too, is exciting."

Although restructuring the national healthcare system is important, Dr. Steele's priority is continuous innovation and achievement at home in Pennsylvania. "I am proud of what we, together, have accomplished at Geisinger," he says. "I believe there are many additional opportunities for Geisinger to be the training ground for people who not only want to do great clinical medicine and leading-edge research, but also leading clinical care reengineering. At Geisinger we are committed to doing whatever we can to continue to move innovation forward, well into the future."

"I would like to figure out how to take what has become a national brand—Geisinger—and transform it into something real to benefit patients everywhere."

- Glenn D. Steele Jr., MD, PhD

A History of Innovation: A Woman of Vision

In 1915, an 87-year-old widow named Abigail Geisinger refused to be bound by norms or convention. Despite being from a small Pennsylvania town, and living in an era when women were expected to tend to their homes and their families, Mrs. Geisinger had a bold vision—to build a hospital in memory of her late husband.

“Make my hospital right. Make it the best.” With these words, she inspired her first surgeon-in-chief, Harold L. Foss, MD, to use his Mayo Clinic training to create a healthcare system grounded in the concepts of group practice and an interdisciplinary team approach to patient care. Today, Geisinger Health System is one of the nation’s leading fully integrated healthcare models, serving more than 2.6 million people in more than 42 counties throughout central and northeastern Pennsylvania.

Like our founder, we are not bound by convention, but are boldly reconfiguring Geisinger into a model of innovation based on quality and value. From patient care models to physician incentives, from green buildings to telemedicine, Geisinger Health System is committed to innovation that transforms healthcare. The only restrictions we hold sacred are these: “Make it right. Make it the best.”



Abigail Geisinger
Founder, Geisinger Medical Center

Innovation

Key to Geisinger’s ability to deliver quality care while maintaining (*or lowering*) costs is our integrated delivery system with its sophisticated electronic capabilities. This allows the clinical enterprise (*including our insurance product, Geisinger Health Plan*), working with our research and business experts, to launch strategic and innovative initiatives that provide a coordinated approach to the continuum of care—preventative care, primary care, outpatient and inpatient care.

Geisinger’s commitment to innovation—staying at the leading edge—centers around five areas:

- Patient Care
- Technology
- Education
- Research
- Ventures

INNOVATION

Transformation Through Innovation

Q&A with Chief Innovation Officer Ronald Paulus, MD, MBA



Ronald Paulus, MD, MBA

In his role as Geisinger's Executive Vice President of Clinical Operations and Chief Innovation Officer, Ronald Paulus, MD, MBA, plays an integral part in Geisinger's efforts to transform how Geisinger provides care. He was recently asked to explain the role innovation plays in improving health care quality.

Q: Dr. Steele has said that Geisinger's integrated model and innovation go hand-in-hand. Can you give us some examples of this?

A: At Geisinger, research is a critical component of our clinical care model. Our investigators work with clinicians to solve problems involving how, why, and when we deliver care. Tighter integration of research with clinical operations completes the full-scale vision of problem-to-marketplace. The cycle begins with a problem, moves to a solution generated via collaboration between research and innovation, and then is deployed in Geisinger's operations. Some solutions may be commercialized through Geisinger Ventures, the health system's corporate venture arm.

Q: Is there an initiative that you believe best captures the essence of Geisinger's culture of collaboration and innovation to create and increase value?

A: ProvenHealth Navigator™, Geisinger's advanced medical home, gets directly at the issues of quality and value and is a good example of the partnership between Geisinger Health Plan and Geisinger physicians. We have redesigned primary care sites and integrated GHP nurse case managers directly into the clinical team. We leverage our electronic health record (EHR) and plan information technology infrastructure to provide chronic care/high-risk patients with personalized and continuous support.

We've also put remote monitoring devices in nearly 1,500 patients' homes. The data is integrated with our EHR enabling us to closely monitor physical parameters like blood pressure, glucose levels, and weight. As an example, if a patient's weight increases as a result of fluid retention associated with underlying congestive heart failure, the nurse will call the patient, assess the situation, and facilitate a change in diet or diuretic regimen if required. Early results show that we've been able to avoid unnecessary hospital admissions and increase patient satisfaction.

Q: Patients also are key members of the team, correct?

A: Absolutely. We make every attempt to empower and educate patients. For example, we use patients' EHR data to calculate their risk for having a heart attack or stroke in the next five years. We then enable them to select preferred interventions to lower their current risk, such as losing weight, quitting smoking, taking medication, or exercising. "We believe that interactive technology (created by our researchers) enables informed choices by showing patients how behavioral changes can positively affect their risk factors, and holds great promise for improving care.

Q: So is the culture of innovation at Geisinger permanent?

A: As an organization we are committed to using innovation to restructure roles and responsibilities and redesign workflow to provide quality care, improve value, and reduce costs in everything we do. It's part of our culture and will enable Geisinger to continue to grow and evolve exponentially.

"Innovation in patient care enlists and empowers patients as key participants in their healthcare."

- Ronald Paulus, MD, MBA

INNOVATION

Patient Care & Technology

ProvenCare®, a collaborative effort between Geisinger Clinic and Geisinger Health Plan, relies on evidence-based medicine and Geisinger's advanced EHR to create "bundles" of care. Findings that compare pre- and post-implementation outcomes show that ProvenCare has significantly increased adherence to guidelines and improved clinical outcomes.

The system-wide program actively engages patients in their own treatment, encourages physician-patient partnerships, and offers assurance that patients will receive the highest level of care possible.

Acute Episodic Care—The ProvenCare program originally focused on coronary artery bypass graft (CABG), but has since been expanded to include seven additional care episodes (*bariatric surgery, cataract surgery, hip replacement surgery, low back pain, lung cancer, percutaneous coronary intervention, and pregnancy*). For acute episodic care, the global price, referred to by the media as the "warranty," covers all aspects of preadmission, inpatient, and follow-up care at a Geisinger facility, as well as any related care or readmission due to postoperative complications within a 90-day period.

ProvenCare Elective Coronary Artery Bypass Graft Outcomes

ProvenCare by the Numbers	Before ProvenCare 6/30/05	After ProvenCare 6/30/09	Percent Improvement/Reduction
In-hospital mortality	1.5%	0.3%	80%
Average total length of stay	6.2	5.7	-
30-day readmission rate	6.9%	3.8%	44%
Patients w/ any complication	38.0%	30.0%	21%
Patients w/less than 1 complication	7.6%	5.5%	28%
Incidence of atrial fibrillation	23.0%	19.0%	17%
Neurological complication	1.5%	0.6%	60%
Any pulmonary complication	7.0%	4.0%	43%
Blood products used	23.0%	18.0%	22%
Re-operation for bleeding	3.8%	1.7%	55%
Deep sternal wound infection	0.8%	0.6%	25%

ProvenCare® Perinatal Outcomes

Measure	Baseline %, N	Current %, N
Primary C-section rates		
Geisinger Medical Center*	25.6%, 402	29.2%, 409
Geisinger Wyoming Valley	36.6%, 219	24.9%, 317
Postpartum visit compliance (Hedis)	80.2%	
Postpartum depression screening	n/a	99.7%, 1372
Flu vaccination given	18.4%, 602	38.7%, 1756**

* Normal variation at GMC. The C-section bundle was implemented later and provider education was not completed until 11 months after GWV initiated its process.

** This is for the only clinic live with ProvenCare for the entire flu season. All sites included, the vaccine rate is 25%.

3,817 women and 1,349 babies touched by ProvenCare Perinatal, as of June 30, 2009

Systems of Care—Pediatric immunizations, adult health maintenance, coronary artery disease, congestive heart failure, chronic kidney disease, diabetes, and administration of erythropoietin fall under the umbrella of Systems of Care. In this category, patients are managed through the entire continuum of their disease—in the hospital, in physicians' offices, at home, or in other care settings. Physicians are incented based on specific performance metrics that measure outcomes.

For ProvenCare Diabetes Management, nine separate elements are tracked, ranging from blood pressure control to vaccination rates. Initial results from more than 20,000 diabetic patients show statistically significant increases in glucose control, blood pressure control, cholesterol, and vaccination rates. Long-term patient health status, population health metrics, and efficiency are being tracked.

"None of the ProvenCare steps are new; being certain that every step is done consistently is the real innovation."

- Alfred Casale, MD
Co-Director, Geisinger Heart Institute
Associate Chief Medical Officer
Geisinger Northeast

Patient Care & Technology

Diabetes Management Outcomes

Improving Diabetes Care for 22,276 patients	3/06	3/07	3/08
Diabetes Bundle Percentage	2.4%	7.2%	12.5%
% Influenza Vaccination	57%	73%	73%
% Pneumococcal Vaccination	59%	83%	85%
% Microalbumin Order	58%	87%	86%
% HgbA1c <7.0	33%	37%	47%
% LDL <100	50%	52%	60%
% BP <130/80	39%	44%	51%
% Documented Nonsmokers	74%	84%	85%

Preventive Bundle Outcomes

	11/07	11/08
Adult Preventive Bundle	9.2%	14.7%
Breast Cancer Screening (Every 2 years, 40-49; every year 50-74)	46%	51%
Cervical Cancer Screening (Every 3 years, ages 21-64)	64%	68%
Colon Cancer Screening (Ages 50-84)	44%	53%
Prostate Cancer Discussion (Ages 50-74)	72%	78%
Lipid Screening (Every 5 yrs males over 35, & females over 45)	75%	76%
Diabetes Screening (Every 3 years over age 45)	85%	85%
Obesity Screening (BMI in Epic)	77%	89%
Documented Nonsmokers	75%	76%
Tetanus Diphtheria Immunization (Every 10 years)	35%	45%
Pneumococcal Immunization (Once over age 65)	84%	84%
Influenza Immunization (Over age 50)	47%	49%
Chlamydia Screening (Yearly, ages 18-25)	22%	29%
Osteoporosis Screening (Every 3 years, over age 65)	52%	58%
Alcohol Intake Assessment	84%	86%

ProvenHealth NavigatorSM, a close collaboration between Geisinger Health Plan and Geisinger Clinic, is the system's patient-centered medical home initiative.

Geisinger has invested in programs and staff, including RN/case workers who are assigned to each targeted physician's office. Geisinger Health Plan pays the "embedded" nurses—who are key members of the office-based care team.

The model is designed to improve the quality of care provided in physician offices through the implementation of a series of patient-centered, physician-guided, cost-efficient, and longitudinal protocols that are evidence-based, coordinated, and integrated.

Navigator focuses attention and resources on prevention as well as on chronic and intensive disease management by helping patients regain or maintain a state of wellness. Each navigator cares for approximately 120 patients using state-of-the-art technology to stay in frequent contact with patients and their families. The navigator—available 24/7—monitors the patient's condition, educates the patient and family, engages family in the patient's care, and helps the patient gain access to specialists and social services, as appropriate across the healthcare continuum.

The navigator follows patients as they travel between home and the hospital, nursing home, or other healthcare facility in order to facilitate a smooth transition of care. By providing a resource at the first sign of a complication, this program has significantly reduced the number of unnecessary hospital admissions and readmissions. Similar to ProvenCare, Geisinger's ProvenHealth Navigator model includes physician-led primary care teams that review work flows, adopt evidence-based best practices, and review reporting of quality and efficiency measures.

Results (from best primary care sites)

- ↓ 25% Patients' Admission
- ↓ 23% Days/1,000
- ↓ 53% Readmissions following discharge



Janet Tomcavage, RN, MSN, has influenced every facet of ProvenHealth Navigator from conception to implementation to further refinement of the program.

Because patient-centered medical homes have been cited in healthcare reform discussions, Tomcavage's expertise is sought after nationally.

As Vice President of Health Services for Geisinger Health Plan, Tomcavage is responsible for medical management, quality improvement, and NCQA accreditation, disease and case management, wellness programs and clinical informatics.

Patient Care & Technology

Transitions of CareSM, a complement to ProvenHealth Navigator, focuses on safe and coordinated transfer of patients as they move from inpatient to outpatient environments. To date, Transitions of Care has concentrated efforts on specific interventions for heart failure as well as medical and surgical, and emergency department patients, providing 30 days of ProvenHealth Navigator services to patients discharged from a Geisinger facility. Through the use of modeling and predictive instruments, Transitions of Care improves care quality and patient outcomes, increases efficiencies in care delivery and costs, and reduces length of stay and readmissions.

Geisinger Accelerated Performance Program

The Geisinger Accelerated Performance Program (GAPP) was launched in January 2009 with the goal of improving quality while decreasing costs and eliminating waste. Just as programs like ProvenCare follow best practices in care delivery, GAPP applies management science to Geisinger's business and administrative processes to ensure the best outcomes at the most efficient cost, while ensuring that practices are sustainable over the long term. Fundamental to this approach are the *five rights* for improving clinical and operational performance:

Right care—providing appropriate clinical services that are evidence-based, in the right setting and at the right time

Right workflow—ensuring the correct sequence of services and handoffs for smooth workflow

Right process—ensuring efficiency and quality by eliminating waste and unjustified variation; streamlining reliable processes

Right team—providing optimal staffing models to meet demands, foster team-based decision making, and ensure staff competencies

Right resources—delivering on a timely and cost-effective basis only those resources or services that are necessary through use of an optimized supply chain

Through this approach, GAPP aims to achieve ongoing, top-quintile (or better) performance in three prioritized areas: safety, population health, and clinical outcomes; service levels and employee satisfaction; and efficiency.

Telemedicine

Advanced telecommunications enhance remote care and communications

Telemedicine uses advanced telecommunications to transfer medical information and healthcare services from one site to another. Geisinger uses a variety of telemedicine technologies to expedite communication and diagnosis and to facilitate high-quality treatment and care. Two-way, interactive technology allows physician-to-physician consultations, "virtual visits" between physician and patient, and real-time patient monitoring. "Store-and-forward" technology enables digital images and associated information, including photos, diagnostic images, lab results, and patient records, to be transferred from one location to another. Telemedicine is particularly suited for rural environments where patients may live a long distance from a state-of-the-art medical center and access to specialists may be limited.

Geisinger has ongoing telemedicine partnerships with more than 25 hospitals, enabling us to bring the benefits of advanced care, subspecialists, and technology to patients across a much expanded geographic region. Telemedicine capabilities are available in the following areas: trauma transfer, pediatric cardiology, perinatal care, stroke, psychiatry, EHR and health information exchange, and remote ICU monitoring.

Rural Veterans Program Underway

State and federal grants provide foundation for initiative to improve care

Using financial grants from the Commonwealth of Pennsylvania and the Health Resources and Services Administration, the Reaching Rural Veterans Initiative (RRVI) team is focused on developing a model to improve the way healthcare providers identify and care for combat stress-related injuries in returning veterans and their families.

Although Veterans Health Administration (VHA) facilities are available to help veterans readjust to home life after deployment, rural veterans often opt out of psychiatric and other mental health services for a number of reasons. First, symptoms of combat-related stress are nonspecific and may develop months or even years after deployment. In addition, VHA facilities generally are located miles from rural areas. For these reasons, rural veterans often check in with their family doctor for treatment of combat-related stress problems that may include sleep disturbance, pain, irritability, poor concentration, excessive alcohol consumption, feelings of edginess or of being an outcast, issues regarding readjustment to home life and employment, or even thoughts of suicide.

(continued on next page)

INNOVATION

Patient Care & Technology

Rural Veterans *(continued from previous page)*

To help Geisinger community doctors meet the needs of rural veterans and their families, Geisinger researchers are evaluating the demographics of the state's rural veteran population, assessing the healthcare team's understanding of the diagnosis and treatment of combat-related issues, developing an education program specifically designed to help the healthcare team identify and treat these issues, and bringing telepsychiatry services to select community practice sites.

Currently, the telepsychiatry pilot locations are slated for Geisinger-Pottsville and Geisinger-Lycoming; an additional site in the Scranton/Wilkes-Barre area is being considered.

In addition, a navigator helps veterans coordinate clinical care and facilitate timely access to community resources, as appropriate.

Keystone Health Information Exchange

Connecting caregivers for improved patient treatment

The Geisinger-led Keystone Health Information Exchange is a secure web-based network that links participating hospitals and other healthcare providers in the region, providing seamless and secure access to patients' health information, including diagnoses, test results, allergies, and medication lists. Caregivers can immediately access their patients' medical information to expedite appropriate treatment, eliminate unnecessary or duplicate testing, and provide the most effective follow-up care. The goal is to improve patient care, increase efficiency, reduce errors through access to critical care information, and decrease costs associated with unnecessary or duplicate procedures. All applicable federal and state laws are followed to protect patient privacy. In addition, healthcare providers may access the information only upon receiving written authorization from the patient.

Physician Group Practice Medicare Demonstration Project

Efficient, effective care delivery garners Medicare recognition, rewards

Geisinger's Medical Group is one of 10 physician groups across the country to participate in a quality assessment, value-based purchasing (VBP) initiative instituted by the Centers for Medicare & Medicaid Services. Geisinger was one of two practice groups to achieve goal performance on all 32 performance measures. Over the course of the program, Geisinger increased quality scores on measures for diabetes, congestive heart failure, coronary artery disease, cancer screening, and hypertension. Under the program, physician group practices earn incentive payments based on efficient and effective care delivery and estimated savings on Medicare expenditures.

Web-Based Tools

Accessible information leads to patient engagement

In today's healthcare environment, patients are encouraged to become more engaged in all aspects of the experience, from maintaining healthy lifestyles to investigating family medical histories to learning about their health conditions and treatments. Two services on the Geisinger web site, are helping patients make informed decisions by providing access to information on cost and quality.

Geisinger's Quick Care Cost Estimator provides 24/7 information that enables consumers to estimate how their insurance benefits apply to a specific service and how much they will pay out-of-pocket for a variety of common procedures. The cost estimator applies to services at Geisinger's community practice sites and Geisinger hospitals in Danville and Wilkes-Barre.

Also on the Geisinger web site is a full complement of quality measure reports on Geisinger hospitals, Geisinger Health Plan, and Geisinger physician offices.



Frederick J. Bloom Jr., MD, MMM, is Assistant Chief Quality Officer for Geisinger Health System. Dr. Bloom directs performance improvement and EHR optimization activities for community practice sites. He also assists the chief quality officer with hospital quality improvement activities for Geisinger Northeast and with performance improvement initiatives system-wide. Dr. Bloom led a multidisciplinary group of physicians in the creation of a "bundle" of best practice measures for diabetes. The measurement tool was an instrumental component of a multifaceted intervention to improve physician performance in diabetes care, including audit and feedback, computerized reminders, and financial incentives.

Dr. Bloom earned his medical degree from Hahnemann University in Philadelphia and a master's degree in medical management from the Tulane School of Public Health & Tropical Medicine in New Orleans, Louisiana.

Research



System-Wide Research is conducted by clinicians who, in addition to providing patient care, also engage in numerous funded projects, including investigator-initiated research, collaborative research, and externally funded research.

Sigfried and Janet Weis Center for Research ("Weis Center"), Geisinger's basic science research facility, located on the Geisinger Medical Center campus, conducts original and innovative research that contributes new knowledge to biomedical science with a focus on molecular and cellular mechanisms. Through collaborations with clinicians and Henry Hood Center for Health Research investigators, Weis Center scientists strive to understand the role of genetics in a variety of conditions and translate this research to patient care.

Henry Hood Center for Health Research, located on the Geisinger Medical Center campus, is focused on developing new knowledge centered on maintaining or improving health. The Hood Center is home to Geisinger Center for Health Research, Geisinger Center for Clinical Studies, Geisinger Health Sciences Library, Research Administration, and a state-of-the-art conference center.

Geisinger Center for Health Research (GCHR) explores innovative healthcare models that extend beyond traditional research boundaries. By gaining an understanding of the relationship between occupational and environmental factors that affect health, GCHR investigators seek to design new ways to provide efficient and effective healthcare. Investigators have diverse skills in areas such as health services, epidemiology, medical informatics, pharmacology, environmental sciences, sociology, behavioral sciences, and statistics. Their research is enabled by Geisinger's advanced EHR that offers unparalleled opportunities to look across large patient populations.

Geisinger Center for Clinical Studies (GCCS) works with sponsors and clinical investigators to offer patients the opportunity to participate in studies of investigational medicines, medical devices, procedures, and treatment strategies. The aim of GCCS is to expand the number of trials conducted at Geisinger and to assist physicians in conducting these trials.

The Promise of Genomics for Healthcare

Geisinger's genomics research programs promise to improve healthcare's quality, safety, and effectiveness. By linking patients' genetic variability to specific disease susceptibility, disease progression and treatment response, genomics will enable disease treatments to be tailored to a patient's genetic makeup, fundamentally transforming how healthcare is delivered.

Key to Geisinger's strength in this area is its integrated healthcare delivery model, nontransitory population, and advanced EHR that is capable of exchanging and managing diverse data sets. In addition, Geisinger's MyCode™, a system-wide biobank with more than 23,000 consenting subjects, including disease-specific and population cohorts, is linkable to the EHR. This allows clinical phenotypes to be matched to genomic and other research data and to be mined for disease risk factors, facilitating predictive modeling.

In one research project, Geisinger investigators have linked an inherited gene mutation to an increased risk of addiction to prescription opioids, a common pain medication used in joint replacement surgery. This finding offers the promise of developing a robust screening tool that will help physicians identify individuals at risk for prescription opioid addiction and, ultimately, to prescribe an alternative pain medication that will improve the patient's wellness without risk for addiction.

Obesity Institute

The Obesity Institute leverages Geisinger's numerous population and laboratory-based research efforts and resources to create an interdisciplinary, system-wide program to support obesity research and interventions. Research focuses on identifying lifestyle changes to reduce obesity; pharmacological, surgical, and treatment options; and genetic and molecular causes. Bringing together leaders in genetics, genomics, epidemiology, as well as behavioral medicine and other related fields, the institute's goal is to prevent, treat, and manage obesity by identifying patients at risk for complications or those best-suited to a specific treatment.



Thanjavur S. Ravikumar, MD, Chair, Geisinger Health System Oncology; Director, Center for Surgical Innovation; and Chief Quality Officer for Surgery and Interventional Procedures. In 2009, he launched a Phase III trial of the potentially lifesaving HEAT Study, an international clinical trial for patients with hepatocellular carcinoma (HCC) or primary liver cancer. HCC is the third leading cause of cancer deaths globally and is one of the fastest rising cancers in the United States.

A nationally renowned surgical oncologist who joined Geisinger in 2009, Dr. Ravikumar is the principal investigator for the HEAT Study in North America. The HEAT Study, which is sponsored by Celsion Corporation, will determine the effectiveness of using radiofrequency ablation (RFA) in combination with ThermoDox®, a heat-sensitive drug that releases an anti-cancer agent when exposed to the heat of RFA. RFA is a tumor-targeting technique involving the insertion of a hollow needle directly into the tumor; through which electrical energy is delivered to heat and destroy cancer cells.

Education

Geisinger has always maintained a strong, system-based model for educating physicians. Geisinger's Office of Academic Affairs oversees the system's educational endeavors—training physicians, residents, fellows, medical students, nurses, and other healthcare professionals. Affiliations with renowned educational institutions, such as Temple University School of Medicine and Philadelphia College of Osteopathic Medicine, have created more than 300 approved residency slots in 29 fully accredited graduate medical education programs for the more than 200 medical students who train at Geisinger each year.

Geisinger's fully accredited programs allow physicians to guide residents, medical students, and other medical professionals and learners through one of the most advanced clinical skill centers in the country. With high fidelity simulators and task trainers, including those for adult and pediatric emergency resuscitation scenarios, endovascular, and cardiovascular surgery, Geisinger offers a level of training that is distinctive within the medical community.

Geisinger also has earned acclaim for its nursing education program, and has been recognized as a Magnet-designated facility. Ongoing clinical partnerships with Thomas Jefferson University School of Nursing, Bloomsburg University, and other local colleges, universities, and technical schools enhance nursing care and education. These partnerships enable Geisinger to offer an associate degree RN program, a doctorate program in nursing, and a certified registered nurse anesthetist program for trainees at Geisinger's Danville campus. Unit-based clinical nurse educators continually assess staff educational needs and provide up-to-date information on new equipment and practice. These clinical nurse educators collaborate with direct care nurses, managers, and leadership to provide core education programs, and foster mentorship.

Geisinger also offers programs for other healthcare specialties, including pharmacists, social workers, imaging technologists, physician assistants, nurse practitioners, dietitians, athletic trainers, cardiac catheterization technicians, counselors, psychologists, and occupational therapists. The innovative method used by Geisinger emphasizes hands-on learning rather than "seat time," and has earned certification for issuing continuing medical education credits by esteemed professional organizations.

"Geisinger learners have the advantage of an advanced health record, insight into how to build and use crucial decision support tools, and access to patient registries."

- Linda Famiglio, MD
Chief Academic Officer

Magnet® Designation

Geisinger Medical Center (GMC) earned the prestigious Magnet designation from the American Nurses Credentialing Center (ANCC) in 2008. Magnet hospitals are distinguished as organizations where nurses deliver excellent patient care and a high level of job satisfaction. Nurses communicate freely with all members of the healthcare team and participate in patient care decision-making. ANCC surveyors who spent three days at GMC during the review process commented that they have not seen another organization that matches Geisinger in truly living its mission, vision, and values.

Geisinger Ventures

A for-profit corporate venture arm within Geisinger Medical Management Corporation, Geisinger Ventures (GV) manages a growing portfolio of early- to mid-stage businesses and creates strategic partnerships with innovative companies. GV's mission is to translate clinical and operational innovation into practical use, promote reinvestment of capital into the system, and foster economic development in rural communities. GV licenses and brings to market intellectual properties, develops business plans, and works closely with colleagues from research, the clinical enterprise and insurance operations to foster and create partnerships with external organizations. GV's affiliates include:

- SureHealth
- ISS Solutions®
- Proven DiagnosticsSM
- MedMining®
- Careworks™ Convenient Care
- Geisinger Consulting
- HepGen
- AMC Health™

Geisinger Community Health Services

Geisinger Community Health Services (GCHS) is a not-for-profit organization providing healthcare services to patients in the communities in which they live and work. GCHS is committed to advocacy, excellence, and innovation in the provision of services that complement and expand the continuum of care provided by the health system. GCHS programs include:

- **Careworks Convenient Care** clinics provide basic health services in retail settings (also a Geisinger Ventures affiliate).
- **Healthcare Quality Unit** is a team of nurses providing education to community members and caregivers of intellectually disabled individuals.
- **LIFE Geisinger** provides a comprehensive program of health and social services to the frail elderly.
- **Geisinger HomeCare & Hospice**
- **VITALine Infusion Pharmacy Services**



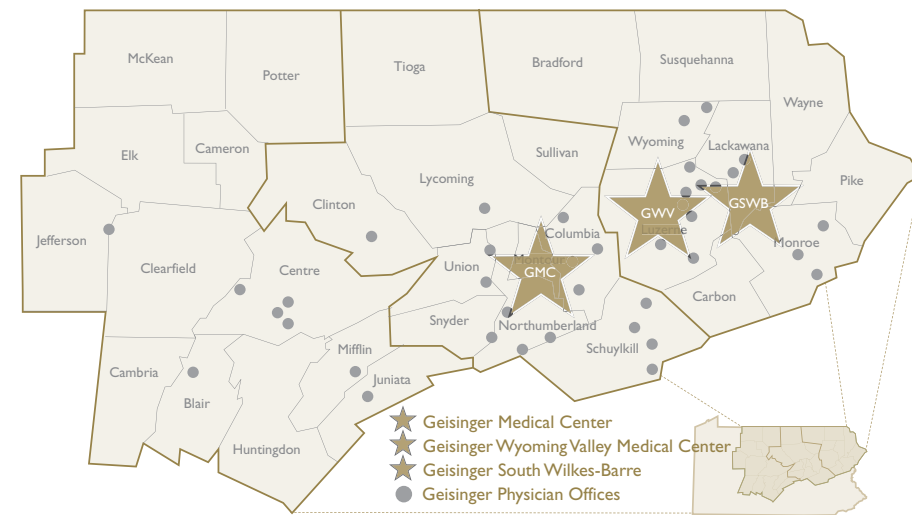
LIFE Geisinger - Scranton



CareWorks® Convenient Care Clinic

The Geisinger System

Geisinger Health System (*Geisinger*) is a not-for-profit, fully integrated, physician-led health services organization that is dedicated to excellence in care, education, research, and service. Serving more than 2.6 million residents in 42 counties, the system includes a multidisciplinary physician group practice with system-wide aligned goals, successful (and growing) clinical programs, a robust information technology platform, and an insurance product (*Geisinger Health Plan*).



The system is comprised of the following facilities and services:

Geisinger Clinic is regarded as a national model of healthcare delivery centered around a sophisticated multispecialty group practice of nearly 800 primary and specialty physicians who practice both at Geisinger hospitals and clinics, as well as at non-Geisinger hospitals throughout the region.

The largest tertiary/quarternary care teaching hospital in northeastern and central Pennsylvania, **Geisinger Medical Center (GMC)** has earned a reputation for providing leading-edge medicine and treating the most critically ill patients. GMC is licensed for 422 beds, including 86 pediatric beds in the Janet Weis Children's Hospital. GMC maintains the region's only Level I Regional Resource Trauma Center with additional qualifications in pediatrics.

GMC offers a comprehensive array of highly specialized medical and surgical services, including neurosciences, cardiovascular services, transplantation, women's health (*in GMC's Women's Pavilion*), pediatrics, orthopedics, and oncology. Outpatient services, including endoscopy and same-day surgery, are available on GMC's main campus, as well as at the GMC Outpatient Surgery Center-Woodbine Lane campus.

The Hospital for Advanced Medicine, GMC's newest addition, serves as an integrated center for the most critically ill patients. This 308,000-square-foot "hospital within a hospital" houses nine stories of patient-focused space, including acuity-adaptable beds that can convert from intensive care to recovery as the patient progresses. The hospital offers state-of-the-art inpatient and physician office facilities and a new 32,000-square-foot surgical suite equipped with sophisticated robotic and interventional medical equipment. This hospital is LEED-eligible (*Leadership in Energy and Environmental Design*), with environmentally friendly designs, recycled materials used in its construction, and increased energy efficiency achieved by maximizing natural window light in patient rooms and in offices.



Hospital for Advanced Medicine

LifeFlight® is a component of the system's response to critical care transport needs, with five air ambulance services operating 24 hours a day, seven days a week from the following locations:

- Geisinger Medical Center, Danville
- Wilkes-Barre/Scranton Airport, Avoca
- University Park Airport, State College
- Williamsport Regional Airport, Montoursville
- 2003 Phoenix Road, Pottsville



LifeFlight air ambulance

Each helicopter is staffed by professionals who provide critically ill or injured patients rapid access to advanced life support care. In FY09, LifeFlight transported 2,601 patients to the nearest qualified trauma center; 2,022 of these patients were transported to Geisinger Medical Center (Danville) or Geisinger Wyoming Valley Medical Center (Plains Township).

The Geisinger System

Geisinger Northeast is an innovative healthcare model featuring one hospital—Geisinger Wyoming Valley Medical Center (GWV)—with two campuses.

Geisinger Wyoming Valley Medical Center in Plains Township is an acute tertiary care center that brings advanced clinical services to northeastern Pennsylvania. Licensed for 242 beds, GWV houses the only Level II Trauma Center in Luzerne County. GWV houses the Frank M. and Dorothea Henry Cancer Center, the Richard and Marion Pearsall Heart Hospital with an accredited Chest Pain Center, the Janet Weis Children's Hospital Pediatric Unit, a transplant program, the Brain & Spine Tumor Institute, and more. GWV's Women's Health Program and various specialty clinics are offered at facilities in close proximity to GWV's main campus.

Geisinger South Wilkes-Barre is GWV's regional ambulatory campus. It offers an array of same-day health services, including adult and pediatric urgent care centers, inpatient and outpatient rehabilitation, same-day surgery, and pain and sleep centers.

Geisinger Medical Group (GMG) brings Geisinger expertise and advanced services to communities throughout central and northeastern Pennsylvania through its network of 38 outpatient locations. GMG patients have the opportunity to participate in clinical trials and research initiatives in collaboration with Geisinger's research centers, creating evidence that is both timely and directly relevant to clinical care. Geisinger Health Plan's (GHP) ProvenHealth NavigatorSM program places nurse case managers in GMG clinics as an integral part of these medical groups' chronic disease prevention and management programs.

Geisinger Health Plan (GHP) plays an important role in the success and mission of Geisinger Health System.

Based in Danville, GHP provides insurance coverage to 230,000 residents in 42 counties in Pennsylvania and has a provider network with more than 3,500 primary care physicians and 23,000 specialists and 88 hospitals. GHP offers a wide range of products including HMO, PPO, employer self-funded, high-deductible plans, and indemnity insurance at affordable rates for individuals, families, employer groups, and Medicare beneficiaries.



Geisinger Wyoming Valley Medical Center



Geisinger South Wilkes-Barre

In recent years, GHP has earned national recognition for quality services. In 2008, GHP was named "Outstanding Health Plan" by the nation's premier disease management trade group, DMAA: The Care Continuum Alliance. For the second consecutive year, GHP was the top-ranked commercial and Medicare health plan in Pennsylvania and among the top 10 commercial and Medicare health plans in the nation, according to *U.S. News & World Report*/National Committee for Quality Assurance (NCQA) 2009-10 America's Best Health Insurance Plans list.*

GHP has received national attention for innovative programs designed to improve the quality of care its members receive while controlling healthcare costs. ProvenHealth NavigatorSM, for example, helps members with complex medical histories and their families navigate through the wide variety of healthcare services available.

GHP also offers programs accredited by the National Committee for Quality Assurance that provide members with specialized instruction on how to manage specific disorders such as asthma, diabetes, and congestive heart failure. These programs help members better control their symptoms and improve their quality of life. Through innovative partnerships with organizations such as the American Cancer Society, GHP reaches out to members to ensure they receive breast and colorectal cancer screenings, as needed.

An early adopter of pay for performance, GHP posts its participating provider offices' quality ratings online at the Health Plan's Web site, www.thehealthplan.com. The web report, called Physician Quality Summary (PQS), measures primary care provider offices on nine quality and customer service measures, including preventive health measures, chronic care measures, member satisfaction and access, office hours, efficiency of care, and emergency care. In addition, quality information regarding hospitals is also listed on GHP's Web site.

*America's Best Health Insurance Plans is a trademark of U.S. News & World Report



Jean Haynes, RN, MBA, joined Geisinger in 2009 as Chief Executive Officer for Geisinger Health Plan, Geisinger Indemnity Insurance Company, and Geisinger Quality Options, Incorporated; and Executive Vice President, Insurance Operations for Geisinger Health System. Haynes has more than 30 years of experience in healthcare and for the past 16 years has led managed care organizations. She brings to GHP an expertise in utilization and quality management, compliance, marketing and sales.

Prior to joining Geisinger, she served as executive director of Boston Medical Center's HealthNet Plan, a 250,000-member health plan in Massachusetts.

A magna cum laude graduate of St. Francis Medical Center College of Nursing in Peoria, Ill. with a bachelor of science degree in nursing, Haynes earned a master of business administration from the College of Business Administration at the University of South Florida in Tampa.

The Geisinger System

Henry Hood Center for Health Research

Located on the Geisinger Medical Center campus, the Hood Center is focused on developing knowledge that is centered on a patient's need to maintain or improve health. The Hood Center is home to Geisinger Center for Health Research, Geisinger Center for Clinical Studies, Geisinger Health Sciences Library, Research Administration, and a conference center.

Sigfried and Janet Weis Center for Research

The Weis Center, Geisinger's basic science research facility located on the Geisinger Medical Center campus, conducts original and innovative research that contributes new knowledge to biomedical science, with a focus on molecular and cellular mechanisms. A major initiative of the Weis Center is the genomics core, a project carried out in collaboration with the Geisinger Center for Health Research.

Geisinger Ventures

This for-profit arm of Geisinger Health System connects people and capital with innovations and discoveries, advancing the strength and reach of Geisinger's mission to directly improve patient care.

Geisinger Community Health Services

Geisinger Community Health Services is a not-for-profit 501(c)(3) corporation, providing a full range of continuing care services.

International Shared Services, Inc.

This company is a wholly owned, for-profit subsidiary of Geisinger Medical Management Corporation. It provides comprehensive clinical engineering and computer technology services to providers both inside and outside the Geisinger Health System.

The Marworth Alcohol & Chemical Dependency Treatment Center

Located in Waverly, Marworth is recognized as a national leader in the treatment of alcohol and chemical addictions. Marworth has 91 beds and provides three levels of treatment: outpatient, intensive outpatient with partial hospitalization, and inpatient detoxification and rehabilitation.

The Geisinger System

LEED Designations—Geisinger Grows Green

In the midst of unprecedented growth and expansion, Geisinger's new construction projects are going green—evidence of a commitment to preventive care for the environment, as well as for patients. "Green" buildings are designed to be environmentally sound and resource-efficient.

Geisinger's first green building, the Geisinger Center for Health Research, was completed in 2006 and was awarded a Leadership in Energy and Environmental Design (LEED) Silver Certification for new construction. Nicknamed the "boomerang building" for both its shape and the use of recycled material in construction, the building is angled to take maximum advantage of natural sunlight. Even the roof is green, literally, as it is covered with attractive plants that are low-maintenance and drought-resistant.

Completed in 2008, the Gray's Woods clinic, located in State College/Scenery Park, received a LEED commendation—this one a Gold Certification. Gray's Woods is the only healthcare facility in Pennsylvania to earn this designation, and one of only seven nationwide.

Also LEED-certified is the Critical Care Building on the campus of Geisinger Wyoming Valley, which received a Silver Certification. The design of this facility is projected to result in approximately \$100,000 in energy cost savings per year.

The newest LEED-eligible building is the Hospital for Advanced Medicine. A light-colored roof reduces heat buildup; special light fixtures in the parking area reduce light pollution; and the use of recycled water for heating, ventilating, and air-conditioning equipment improves energy efficiency.



Geisinger Center for Health Research



Geisinger-Gray's Woods



Geisinger Wyoming Valley Critical Care Tower

Accreditations, Commendations, and Awards

American Association for Respiratory Care

Geisinger Medical Center's respiratory care team received quality designation from the American Association for Respiratory Care in 2009.

American College of Surgeons Commission on Cancer

The cancer programs of Geisinger Medical Center and Geisinger Wyoming Valley Medical Center were awarded three-year terms of accreditation with commendation by the American College of Surgeons Commission on Cancer in 2009.

Accreditation

Geisinger-Scenery Park Endoscopy & Surgery Centre was accredited by the Accreditation Association for Ambulatory Health Care in 2009.

Best Doctors List

Best Doctors, Inc. named 52 Geisinger physicians in 24 specialties to its Best Doctors in America® list for 2009-2010. The list is based on extensive surveys of physicians, licensure, and credentialing checks. Best Doctors, Inc. uses the list for its physician referral service.

Cardiac Care Accolades

Geisinger Medical Center was designated a Blue Distinction Center for Cardiac Care by Blue Cross Blue Shield in 2009.

Careworks™ Web site Recognized as Best in Class

eHealthcare Leadership recognized Careworks Convenient Care's Web site with an Honor of Distinction for Best Web site Design in 2009.

Chest Pain Center Accreditation

Geisinger Wyoming Valley (GWV) earned reaccreditation as a Chest Pain Center by the Society of Chest Pain Centers in 2009, following the three-year accreditation first earned in 2006. GWV is the only accredited Chest Pain Center in Luzerne and Lackawanna counties, and one of only eight in Pennsylvania.

Critical Care Honors

Geisinger Medical Center's Adult Intensive Care Unit nurses were recognized with the Beacon Award for Critical Care Excellence. Created by the American Association of Critical Care Nurses (AACN), the award recognizes adult critical care, adult progressive care, and pediatric critical care units that achieve high-quality outcomes and exemplify excellence in professional practice, patient care, and outcomes.

FACT Accreditation

The Bone Marrow Transplant Program at Geisinger Medical Center received accreditation from the Foundation for the Accreditation of Cellular Therapy (FACT) in 2009.

Geisinger Health Plan Recognition

Geisinger Health Plan (GHP) and Geisinger Gold are the top ranked commercial and Medicare health plans in Pennsylvania and ranked one of the top ten nationally for quality and service, according to the *U.S. News & World Report* America's Best Health Insurance list. Geisinger Gold is ranked third among Medicare plans, and GHP is ranked 6th among commercial plans, according to the 2009-10 list.

High Performance in Revenue Cycle Award

The Healthcare Financial Management Association (HFMA) honored Geisinger Health System in 2009 with the High Performance in the Revenue Cycle Award, recognizing outstanding hospitals that have demonstrated sound fiscal responsibility and positive patient experiences. Geisinger was one of only 11 hospitals to receive the award.

Infection Reduction Recognition

In 2009, Geisinger Medical Center's Infection Control team was honored by Unison Health Plan with its Gold Star Provider Award for reducing hospital-acquired infections by 39% between 2006 and 2007.

Intersocietal Commission for Accreditation of Vascular Laboratories

The Vascular Lab at Geisinger-Gray's Woods was awarded accreditation from the Intersocietal Commission for Accreditation of Vascular Laboratories (ICAVL) in 2009, becoming the only ICAVL-certified vascular lab in Centre and Clinton counties. Outreach services to Geisinger-Phillipsburg and Geisinger-Lock Haven are also covered by the accreditation.

Accreditations, Commendations, and Awards

Information Week 500 Award

For the sixth time, Geisinger Health System was named to the 2009 InformationWeek 500 list of the nation's most innovative users of information technology.

Most Influential Doctors

Ten Geisinger physicians were recognized in 2009 in a listing presented by *USA Today*. "Most Influential Doctors" is an analysis by the medical information firm Qforma and lists physicians considered the "thought-leaders" around the country.

Most Powerful People in Health Care

Health System President and Chief Executive Officer, Glenn D. Steele Jr., MD, PhD, was named one of the Most Powerful People in Healthcare by *Modern Healthcare* in 2009.

Most Wired Hospitals and Health Systems

Geisinger Health System was listed in 2009 among the country's "100 Most Wired Hospitals and Health Systems" by *Hospitals & Health Networks* magazine.

Nurses Named to *U.S. News & World Report* List

U.S. News & World Report ranked Geisinger among the top ten percent of U.S. hospitals in nursing care based on patient satisfaction surveys in 2008.

Quality Respiratory Care Recognition

The American Association for Respiratory Care's Quality Respiratory Care Recognition was awarded to Geisinger Medical Center's respiratory care team in 2009 for meeting strict safety and quality standards.

Accreditations, Commendations, and Awards

Stroke Gold Performance Program

Geisinger Medical Center (GMC) received the American Stroke Association's "Get With the Guidelines"–Stroke Gold Performance Award in 2009, recognizing commitment and success in implementing nationally accepted stroke standards. It was also recognized as a Certified Primary Stroke Center by the Joint Commission.

Supply Chain Innovation Award

Geisinger's Supply Chain Services Department received a Supply Chain Innovation Award from the Premier Healthcare Alliance and was recognized as Materials Management Department of the Year in 2008 by *Healthcare Purchasing News*. By streamlining the ordering process, Geisinger has reduced unnecessary spending by approximately \$30 million over the past several years.

Top Hospitals® Cardiovascular Benchmarks for Success

Geisinger Medical Center was named to the 2009 Thomson Reuters 100 Top Hospitals® Cardiovascular Benchmarks for Success list. The study examined the performance of nearly 1,000 hospitals, analyzing outcomes of clinical quality practices and efficiency of operations in relation to congestive heart failure, heart attacks, bypass surgery, and percutaneous coronary interventions. This marks the fourth year in a row and the fifth time overall that Geisinger has been named to the list.

U.S. News & World Report Top 50 Urology Programs

Geisinger Medical Center was ranked among the top 50 hospitals nationwide for urology care, according to the *U.S. News & World Report* 2009 report on America's Best Hospitals.

2009 Leadership Recruitments & Promotions

Physician Recruitments

Kendra Boell, DO
Medical Director, GHP

Frank Gilliam, MD
Director, Neurology
Co-Medical Director, Neuroscience Service Line

John Hodgson, MD
Chair, Cardiology
Co-Medical Director, Cardiovascular Service Line

John Nash, MD
Chair, OB/GYN

Thanjavur Ravikumar, MD
Director, Oncology Service Line
Director, Center for Surgical Innovation

Marcus Riedhammer, MD
Director, Wound Clinic

Todd Rozen, MD
Director, Neurology Headache Program

Cordelia Sharma, MD
Director, GWV-ICU

Thomas Schieble, MD
Vice Chair, Anesthesiology, GMC

Ronald Strony, MD
Director, Emergency Medicine, GWV

Administrative Leader Recruits

Jake Armstrong
Vice President, Finance

Thomas A. Bielecki
Chief Financial Officer
Geisinger Northeast

Gregg Bloomquist
Director, Sponsored Projects and
Administrative Services, Research

John Buckley
Chief Administrative Officer
Geisinger Northeast

Scott Dickinson
Vice President, Finance, GHP

Dudley Gerow
Vice President, Government Programs, GHP

Jean Haynes, RN, MBA
Chief Executive Officer, GHP

Megan Horgan
Vice President, Innovation

Dorothy Sellers
Director, Research Compliance and Training

Bob Watson
Vice President, Controller, GHP

Physician and Administrative Leader Promotions

Paul Bellino, MD
Director, Pediatric Hospitalist Program

James Blankenship, MD
Director, Cardiology, GMC and Western Hub

Glenn Bock, MD
Director, Pediatric Research and Innovation

David Franklin, MD
Chairman, Division of Surgery

Anthony LaMacchia
CEO, SureHealth

Gerald Maloney, DO
Director, Inpatient Medical Management, GNE

Robert Mangano, MD
Director, Pediatric Cardiology

Ronald Paulus, MD, MBA
Executive Vice President, Clinical Operations
and Chief Innovation Officer

James Peters
Managing Partner, Geisinger Ventures

Denise Prince
Founder and Managing Partner
Geisinger Ventures

Wade Smith, MD
Director, Orthopedic Surgery



John Nash, MD
Chair, OB/GYN

Kendra Boell, DO
Medical Director
Geisinger Health Plan

Frank Gilliam, MD
Director, Neurology, Co-Medical Director
Neuroscience Service Line

Financial Summary FY09

Geisinger ended fiscal year '09* with an operating margin of \$80.2 million, a 3.8% return on \$2.1 billion of revenue, according to an independent audit. The economic benefit to Pennsylvania (from direct spending and an indirect ripple effect) totaled \$4.1 billion, according to the *Hospitals & Health Systems Association of Pennsylvania's* March report. Unfortunately, Geisinger was not immune to the global economic downturn on investments, experiencing a loss on paper of \$50.9 million. This loss was offset by a gain of \$21.5 million due to our partial repayment at less than par of the Series 2007 bonds. Despite the economic downturn in the competitive and highly regulated healthcare industry, Geisinger provided \$229.7 million (12.6% of operating expenses) of community benefits, including uncompensated care and care provided under government programs at less than cost. Revenue grew by 10.0% over the prior fiscal year and more than \$180 million was invested in capital projects.

	FY08	FY09 (millions)
Geisinger earned		
Customer premiums, services to patients, and general services	\$4,354.3	\$4,908.0
Geisinger did not receive full payments from		
Medicare and medical assistance	\$1,498.4	1,618.8
Charity to patients	42.8	64.2
Other patients receiving services under contractual arrangements or due to administrative allowances	901.3	1,120.0
Total amount received	1,911.8	2,105.0
Geisinger spent		
Salaries and benefits	839.9	913.5
Supplies, utilities, and other expenses	383.8	410.9
Contracted services	541.9	627.4
Depreciation	62.7	73.0
Total costs for patient treatment and rendering care to beneficiaries	1,828.3	2,024.8
Operational excess of revenue received	83.5	80.2
Interest on debt, earnings on investments, and nonoperating gains (losses)	(48.9)	(131.1)
Excess of revenue and gains over expenses and losses	34.6	(50.9)
Total assets	1,937.5	2,134.3
Total liabilities	953.7	1,233.2
Accumulation of net worth from prior earnings	\$ 983.8	\$ 901.1

*July 1, 2008-June 30, 2009

Geisinger Health System Foundation Board of Directors

(December 2009)

Frank M. Henry (*Chair*)*
 William H. Alexander*
 Dorrance R. Belin, Esq.*
 Karen Davis, PhD
 E. Allen Deavers*
 William J. Flood
 Richard A. Grafmyre
 William R. Gruver
 Thomas H. Lee Jr., MD

Arthur M. Peters Jr., Esq.**
 Robert E. Poole
 Don A. Rosini*
 George A. Sordoni*
 Gary A. Sojka, PhD**
 Glenn D. Steele Jr., MD, PhD (*ex-officio*)*
 Robert L. Tambur

* Executive Committee
 ** Emeritus

Geisinger Health Plan Board of Directors

(December 2009)

Glenn D. Steele Jr., MD, PhD (*Chair*)
 William H. Alexander
 Maureen M. Bufalino
 Richard A. Grafmyre
 R. Brooks Gronlund
 Jean Haynes, RN, MBA (*ex-officio*)

Jonathan P. Hosey, MD
 Thomas H. Lee Jr., MD
 Joseph J. Mowad, MD
 Don A. Rosini
 Maryla Peters Scranton
 Frank J. Trembulak

Geisinger Health System Advisory Council (December 2009)

Don A. Rosini, (Chairman)
President (retired), Shamokin Filler Co., Inc.
Member, GHSF Board of Directors

Nancy Rizzo, (Vice-Chairman)
Sr. Vice President, Strategic Clinical Market
Development, Geisinger Health System

Susan Alcorn
Chief Communications Officer, Geisinger Health System

Ron Beer
CEO, Berwick Hospital Center
Community Health Systems

Stephen Benkovic, PhD
Centre County Advisory, *ad hoc* member

Susan Bickford, PhD
Superintendent, Danville Area School District

Albert Bothe Jr., MD
EVP, Chief Medical Officer, Geisinger Medical Center
Chief Quality Officer, Geisinger Health System

Lisa Davis
Director, Pennsylvania Office of Rural Health
University Park

Georgeann Eckstine
Controller, Hepco Construction Co., Selinsgrove

Karl Girton
Partner, KarFel Management, Millville

John Gordner
Senator, District 27 (R), Harrisburg

Richard Grafmyre
President & CEO, FNB Bank N.A., Danville
Member, GHSF Board of Directors

Roger S. Haddon Jr.
President & CEO, Sunbury Broadcasting Corporation

Susan Hallick, RN, BSN
EVP, Chief Nursing Officer
Geisinger Health System

Thomas Harlow
President & CEO, Shamokin Area Community Hospital

Chris Holcombe, PE
Vice President, Milton Steel, Inc.

Mary Lenzini Howe
Vice President, Human Resources
Bloomsburg Health System

Fred Kelly
Sr. Business Development Consultant
Fulton Financial Corporation, Selinsgrove

Kurt Kissinger
Principal, Delta Development Group, Inc.
Mechanicsburg

Corinne Klose, RN
Vice President, Patient Services
Shamokin Area Community Hospital

Teri MacBride
Director, Regional Community Relations
PPL Services Corp., Bloomsburg

Susan W. McDowell
Founder, Susquebanna Valley House of Hope
Danville

E. Lynn Miller
Chief Administrative Officer
Geisinger Medical Center

John D. Moran Jr.
President, Moran Industries
Watsonstown

R. David Myers
Chief of Staff, Office of the President, Bucknell University
Lewisburg

Lee Myers
Vice President, Community Practice
Geisinger Health System

Michael O'Keefe
President & CEO, Evangelical Community Hospital
Lewisburg

Arthur Peters Jr., Esq. (*ad hoc* member)
Peters & Tripoli, Danville (retired)
GHSF Board of Directors, Emeritus

Gayle Pollock
Director, Student Recruitment, George Dehne & Assoc.,
Consulting Co., Part-Time, Bucknell University, Lewisburg

Charles M. Ross
President and CEO
Greater Susquebanna Valley Chamber of Commerce

Graham Showalter, Esq.
Attorney, Lewisburg

Gary Sojka, PhD
Bucknell University (retired)
Member, GHSF Board of Directors, Emeritus

David L. Soltz, PhD
President, Bloomsburg University

Robert Spahr, MD
Sr. Vice President, Service Quality
Geisinger Health System

Glenn D. Steele Jr., MD, PhD
President & CEO, Geisinger Health System

Frank J. Trembulak
EVP, Chief Operations Officer, Geisinger Health System

Joanne Wade
EVP, Strategic Program Development
Geisinger Health System

H.W. Wieder, Jr.
Geisinger Executive (retired)
Winfield

Geisinger Northeast Advisory Council

Eugene Roth, Esq. (Chairman)
Partner, Rosenm, Jenkins & Greenwald

Nancy Rizzo, (Vice-Chairman)
Sr. Vice President, Strategic Clinical Market Development,
Geisinger Health System

Susan Alcorn
Chief Communications Officer, Geisinger Health System

Kevin Brennan
EVP Finance, Chief Financial Officer
Geisinger Health System

Lissa Bryan-Smith
Chief Administrative Officer, Geisinger Regional
Ambulatory Campus

John J. Buckley
Chief Administrative Officer, Geisinger Northeast

Dominick DeNaples
Co-Owner, DeNaples Auto Parts, Dunmore

Mary Jane Dunham
Conyngham

Anthony English, Jr.
Executive Director, Catholic Youth Center, Wilkes-Barre

Eberhard (Tim) Faber
EFL, Inc. (retired), Bear Creek

William B. Flood
Secretary Treasurer, Highway Equipment
& Supply Co., Drums
Member, GHSF Board of Directors

Patricia Graham
Comfort Design, Kingston

Christopher Hackett
President & CEO, One Source Staffing Solutions
Wilkes-Barre

Jean Haynes
CEO, Geisinger Health Plan/GIIC/
Geisinger Quality Options
EVP, System Insurance Operations

Scott E. Henry
President, Martz Trailways
Wilkes-Barre

Michael Hirthler
LPL Financial Services, Wilkes-Barre

Patrick Judge
EVP, Keystone Automotive Operations, Inc., Exeter

Jane Kanyock
Sr. Development Officer
Geisinger Health System

David Kistler, MD (retired)
Wilkes-Barre

Patty Leighton
Business Owner, Wilkes-Barre

Eric R. Linde
President, Leeward Construction, Honesdale

Peter Mailloux
Owner, PM Medical Products Ltd., Mountain Top

Melanie Maslow Lumia
Chairman, Maslow Lumia Bartorillo, Wilkes-Barre

Catherine McGroarty, RSM
President, Dallas Regional Sisters of Mercy

William F. Medico
Chief Executive Officer, Action Lift, Pittston

Audrey Milford
Geisinger Northeast Auxiliary, Wilkes-Barre

Marilyn Millington
Vice President & Chief Compliance Officer Berkshire Asset
Management, Inc., Wilkes-Barre

George Moses, MD
Wilkes-Barre

Juanita Namey
Career Link, Wilkes-Barre

Lori Nocito
Executive Director, Leadership Wilkes-Barre

Rev. Thomas O'Hara
President, King's College, Wilkes-Barre

Adeline Orloski
Business Executive (retired), Mountain Top

Richard L. Pearsall
Business Executive (retired), Dallas
Member, GHSF Board of Directors

Steven B. Pierdon
EVP & Chief Medical Officer, Geisinger Northeast

Sandy Richards, Esq.
Attorney, Wilkes-Barre

Conrad Schintz
VP, Community Relationships and LTC, Geisinger
Northeast

Harvey J. Sproul Jr.
President, H.B. Sproul Construction Company, Clarks
Summit

Glenn D. Steele Jr., MD, PhD
President & CEO, Geisinger Health System

Larry Stetler
Bank Executive (retired), Waverly

Robert Tamburro
Vice President, Burtam Corporation, Wilkes-Barre

Frank J. Trembulak
EVP, Chief Operations Officer, Geisinger Health System

Joanne Wade
EVP, Strategic Program Development, Geisinger Health
System

J. Clinton Weaver
Sr. Director, PR, Geisinger Northeast

John Wiercinski
Regional Vice President, Northern Strategies
Geisinger Health System

External Scientific Advisory Board

David Ledbetter, PhD
Department of Human Genetics
Emory University School of Medicine

Phil Reilly, MD
Independent Consultant

Nancy Cox, PhD
Professor and Section Chief
Genetic Medicine
University of Chicago

Geisinger Affiliated Entities

Geisinger Health System Foundation (the Foundation) is a 501(c)(3) not-for-profit corporation that serves as a corporate parent-coordinating and supervising the activities of all of the Geisinger Health System's ("System")¹ affiliated entities. The Foundation is not a licensed healthcare provider nor does it provide healthcare services to patients. It serves to ensure that System-affiliated entities have adequate financial resources to fulfill their missions, and to initiate and administer grant and philanthropic programs for all System entities.

Geisinger Clinic (the Clinic) is a 501(c)(3) not-for-profit corporation owning and operating a multispecialty group medical practice. The Clinic provides medical staff for patient care, education, and clinical research. Nearly 800 physicians (primary care and specialists) practice at an array of healthcare facilities covering a 31-county region of central and northeastern Pennsylvania.

Geisinger Medical Center (GMC) is a 501(c)(3) not-for-profit corporation owning and operating a regional, referral, tertiary/quaternary care medical center licensed for 422 beds.

Geisinger Wyoming Valley Medical Center (GWV) is a 501(c)(3) not-for-profit corporation owning and operating an acute, tertiary/quaternary care, open-staff, hospital with 242 licensed beds. Geisinger South Wilkes-Barre, is GWV's ambulatory care campus.

Marworth Alcohol & Chemical Dependence Treatment Center is a 501(c)(3) not-for-profit residential chemical dependency, detoxification, and rehabilitation facility operating a 91-licensed bed inpatient center, an outpatient center, and family addiction-treatment programs.

Geisinger Indemnity Insurance Company is a for-profit Pennsylvania corporation providing indemnity health insurance.

Geisinger Health Plan is a 501(c)(3) not-for-profit health maintenance organization licensed in 42 counties to operate health insurance product lines.

Geisinger Medical Management Corporation (GMMC) is a for-profit, wholly owned subsidiary of the Foundation providing contract management and consultation services.

Geisinger System Services is a 501(c)(3) not-for-profit, support service corporation providing financial, human resources, information systems, internal auditing, legal, strategic planning, facility services, and marketing and public relations.

Geisinger Community Health Services (GCHS) is a 501(c)(3) not-for-profit organization that conducts charitable, scientific, and educational activities for the citizens of the communities served by the System, including a Medicare-certified, home-health agency that provides healthcare services in a patient's place of residence.

Geisinger Quality Options, Inc., is a for-profit Pennsylvania corporation providing indemnity health insurance.

International Shared Services, Inc. is a for-profit, wholly owned subsidiary of GMMC providing biomedical information technology equipment and maintenance services in eight states and the District of Columbia.

SureHealth, LLC, is a wholly-owned for-profit subsidiary of GMMC, which operates several retail pharmacies.

HealthSouth/Geisinger Health System Limited Liability Company (HealthSouth) is a limited liability company representing a joint venture between GMC and HealthSouth to develop, manage, finance, and operate a freestanding rehabilitation hospital (Geisinger Rehabilitation Hospital) and to develop a network of outpatient rehabilitation centers and other programs for the System's patients.

Geisinger Assurance Company, Ltd. (GAC), located in the Cayman Islands, is a for-profit company that provides reinsurance against liability arising out of System activities, including medical, legal, and general liability. GAC provides all reinsurance for the System's primary liability coverage.

Geisinger Insurance Corporation, Risk Retention Group, located in the state of Vermont and registered by the Pennsylvania Insurance Department, is a 501(c)(3) not-for-profit corporation that provides primary professional liability coverage for several affiliates of the Foundation—GMC, GC, GWV, and GCHS.

¹ Throughout this document the acronym "GHS" or the terms "System," "Geisinger" or "Geisinger Health System" shall refer to the entire Healthcare System comprised of the Geisinger Health System Foundation (the "Foundation") as parent and all subsidiary corporate entities comprising the Healthcare System.

Geisinger Educational Affiliates

Pennsylvania College of Osteopathic Medicine
Temple University School of Medicine

Geisinger Educational Agreements

Aegis Therapies, Inc.	Frontier School of Midwifery & Family Nursing, Inc.	Mount Aloysius College	State University of New York at Stony Brook
Albany College of Pharmacy	Gannon University	Mountain View Manor & Rehabilitation Center	Susquehanna Health System
Alfred I. DuPont Hospital for Children	GAR High School	Neumann College	Susquehanna Surgery Center, Inc.
Allied Medical & Technical Institute	Graceland University	Northumberland County Area School of Business	Susquehanna University
Bloomsburg High School	Hutchinson Community College	Northumberland County Cooperative Extension Association	Sutter Memorial Hospital
The Bloomsburg Hospital	Indiana University of Pennsylvania	Norwalk Hospital	Temple University
Bloomsburg University	ION	O'Bleness Memorial Hospital	Thomas Jefferson University
Bucknell University	Ithaca College	Park Clinic	Thompson Institute
Cedar Crest College	Jackson Community College	Pennsylvania Area Health Education Center Program	University of Colorado at Colorado Springs
Central Columbia High School	Jefferson College of Health Professions	Pennsylvania College of Technology	University of Nebraska Medical Center
Central Pennsylvania Institute of Science & Technology	Juniata College	Perinatal & Pediatric Specialists Medical Group	University of Pittsburgh
Central Susquehanna Intermediate Unit	Keystone State Games	Petersburg Hospital Company, LLC	University of Pittsburgh Medical Center
Central Susquehanna Surgical Specialists, PC	King's College	Philadelphia College of Osteopathic Medicine	University of Scranton
Children's Hospital, Inc., Columbus, Ohio	Kramm Nursing Home, Inc.	Philadelphia University	University of the Sciences - Philadelphia
Christiana Care Health System	LaSalle University	Phlebotomy Institute of Central Pennsylvania	University of Wisconsin
Clearfield County Career & Technology Center	Lackawanna College	Pinnacle Health Hospitals	Upstate Medical University
Columbia/Montour Area Vocational Technical School	Lake Erie College of Osteopathic Medicine	Rose City HMA, Inc.	Washburn University
Columbia & Montour Counties Tapestry of Health (WIC)	Lancaster General College of Nursing & Health Sciences	Rush University	Wicks Educational Associates, Inc.
Columbia/Montour Family Health, Inc.	Lebanon Valley College of Pennsylvania	Saint Louis University	Widener University
Comprehensive Women's Health Services	Lehigh/Carbon Community College	Schuylkill Institute of Business & Technology	Wilkes University
Computer Learning Network	Lewistown Hospital	Scranton Orthopedic Specialist PC	Wilkes-Barre Career & Technical Center
Coughlin High School	Lock Haven University	Select Specialty Hospital Danville, Inc.	Wilkes-Barre Hospital Company, LLC
Creighton University	Luzerne County Community College	Shamokin Area Community Hospital	Wilkes-Barre Triathlon
Danville Ambulance Service, Inc.	Lycoming College	Shenandoah University	Williamsport Hospital & Medical Center
Danville Area School District	Main Line Health, Inc.	Shikellamy School District	Wilmington University
DeSales University	Mansfield University	South Hills School of Business & Technology	Wyoming Seminary Preparatory School
Drexel University	Marywood University	Southern Columbia Area High School	York College of Pennsylvania
Duquesne University	McCann School of Business & Technology	State University of New York at Binghamton	YTI Career Institute
DVA Healthcare Renal Care, Inc.	Memorial Hospital		
East Stroudsburg University	Mifflin/Juniata Career & Technology Center		
Evangelical Community Hospital	Millersville University		
Robert Fiorelli, DO	Milton Area School District		
Fox Chase Cancer Center	Misericordia University		

Medical Residency and Fellowship Programs FY09

Fellowship Programs	Director
Dermatology.....	Michele Maroon, MD
Emergency Medicine.....	Thomas Payton, MD
Family Medicine-GWV.....	Steve Evans, DO Mary Elizabeth Roth, MD
General Surgery.....	Michelle Olson, MD
Internal Medicine.....	Mary Harris, MD
Medicine-Pediatrics.....	Michelle Thompson, MD
Obstetrics/Gynecology.....	Edie Derian, MD
Obstetrics/Gynecology, Osteopathic.....	Erik Smith, DO
Ophthalmology.....	Vincent Baldassano, MD
Orthopaedic Surgery.....	Gerald Cush, MD
Osteopathic Surgery-GWV.....	Joseph J. Stella, DO
Otolaryngology.....	J. Scott Greene, MD
Pediatrics.....	Paul Bellino, MD
Radiology.....	Anne Dunne, MD
Urology.....	Daniel Rukstalis, MD
Residency Programs	Director
Cardiovascular Medicine.....	Jamshid Shirani, MD
Clinical Cardiology Electrophysiology.....	Pugazhandhi Vijayaraman, MD
Critical Care.....	Marilyn Haupt, MD
Cytopathology.....	Haiyan Liu, MD
Dermatopathology.....	Tammie Ferringer, MD
Gastroenterology & Nutrition.....	Robert Smith, MD
Interventional Cardiology.....	James Blankenship, MD
Maternal Fetal Medicine.....	Erik Smith, DO
Nephrology.....	Michael Schultz, MD
Procedural Dermatology.....	Victor Marks, MD
Reproductive Endocrinology Infertility.....	Eric Bieber, MD
Rheumatology.....	Thomas Harrington, MD
Sports Medicine-GWV.....	David Ross, MD
Vascular Surgery.....	James Elmore, MD
American Psychological Association Accredited Program	Director
Clinical Psychology.....	Paul Kettlewell, PhD

Active Clinical Trials

Source of Funding	FY09	Source of Funding	FY09
Abbott Cardiovascular Systems, Inc.....	3	Genentech, Inc.....	5
ABIM Foundation.....	1	GenVec, Inc.....	1
Abiomed, Inc.....	2	German Heart Centre.....	2
Accumetrics, Inc.....	1	GlaxoSmithKline.....	8
AGA Medical Corporation.....	1	Guidant Corporation.....	2
Amgen, Inc.....	2	Hoffman-LaRoche, Ltd.....	2
Apex Bioscience, Inc.....	1	Immunex, Inc.....	1
Arena Pharmaceuticals, Inc.....	2	Insys Therapeutics, Inc.....	1
Ascension Orthopedics.....	1	Interleukin Genetics.....	1
AstraZeneca.....	8	Johnson and Johnson.....	1
Atritech, Inc.....	1	KAI Pharmaceuticals, Inc.....	1
Bayer Healthcare AG.....	4	Lombard Medical Technologies, Inc.....	1
Biogen Idec, Inc.....	1	Medtronic, Inc.....	4
BioMerieux, Inc.....	1	Medtronic Vascular, Inc.....	5
Boston Scientific Cardiac Rhythm Management.....	1	Mentor H/S.....	1
Boston Scientific Corporation.....	1	Merck & Co. Inc.....	4
Bristol-Myers Squibb Company.....	1	Novartis Pharmaceuticals Corporation.....	2
CardioKinetix, Inc.....	1	Novo Nordisk, Inc.....	2
CardioMEMS, Inc.....	1	Novocure, Ltd.....	1
Cardium Therapeutics, Inc.....	1	Pfizer, Inc.....	1
Celsion Corporation.....	1	PLC Medical Systems, Inc.....	1
Centocor, Inc.....	1	Portola Pharmaceuticals, Inc.....	1
Cephalon, Inc.....	1	Proctor and Gamble Pharmaceuticals.....	1
Columbia Lab, Inc.....	1	Roche Diagnostics Corporation.....	2
Conor Medsystems, Inc.....	1	Sanofi-Aventis.....	2
Copan Diagnostics.....	1	Schering Plough Research Institute a Division of Schering Corporation.....	2
Cordis Corporation.....	2	Shire Development Inc.....	1
DAIICHI SANKYO Pharma Development	2	Small Bone Innovations.....	2
EDAP Technomed, Inc.....	1	Takeda Global Research and Development Center, Inc.....	1
Eisai Medical Research, Inc.....	1	TEVA Pharmaceuticals Industries, Ltd.....	1
Eli Lilly and Company.....	4	The Medicines Company.....	1
Eurofins Medinet, Inc.....	1	TherOx, Inc.....	1
Favrille, Inc.....	2	West Pharmaceutical Services, Inc.....	2
Fox Hollow Technologies Division of ev3, Inc.....	2	Wyeth Research, Division of Wyeth Pharmaceuticals, Inc.....	1
GE Healthcare, Inc.....	1		

Total Studies: 122

Research Initiatives

Investigator	Proposal Title	Sponsor	Start/End Date
Shah, Nirav	<i>HMORN Conference On Clinical Effectiveness</i>	AHRQ	2/1/09–1/31/10
Bernath, Albert	<i>Geisinger Clinical Oncology Program</i>	NIH	7/1/08–5/31/13
Berlot, Catherine	<i>Molecular And Cellular Analysis Of G Protein Function</i>	NIH	7/1/08–6/30/13
Boscarino, Joseph	<i>Study Of PTSD Onset And Health Outcomes After Exposure To Trauma</i>	ACR	9/1/08–8/31/09
Still, Christopher	<i>Supplemental Funding To Support The Geisinger Obesity Institute</i>	ACR	9/1/08–8/31/11
Carey, David	<i>System-Wide Expansion Of Bio-Banking Activities At Geisinger Clinic</i>	ACR	10/1/08–9/30/09
Spegman, Adele	<i>Nursing Shortage Initiative</i>	Central Pennsylvania Workforce Development Corp	1/1/09–6/30/09
Stark, Azadeh	<i>Development And Validation Of A Panel Of Breast Cancer Autoantigens For The Early Diagnosis Of Breast Cancer</i>	Wayne State University	10/1/08–7/31/10
Shah, Nirav	<i>Bridging Knowledge Gaps In The Cooperative Effectiveness Of Ace Inhibitors And Arbs</i>	Univ. Of Pennsylvania	9/1/08–8/31/09
Paolucci, Stephen	<i>Reaching Rural Veterans Initiative</i>	Pennsylvania Department of Health	1/1/09–12/31/09
Stark, Azadeh	<i>Disparity In Breast Cancer Incidence And Mortality By County Of Residence</i>	Temple University For Health Research	9/1/08–8/31/09
Stark, Azadeh	<i>Cancer Research Network Across Healthcare Systems</i>	Group Health Center For Health Studies	9/5/08–4/30/10
Spegman, Adele	<i>Healthcare Without Harm Conference Support</i>	Healthcare Without Harm	2/2/09–4/30/09
Stark, Azadeh	<i>Just In Time Accession Of Clinically Annotated Pathology Specimens For Molecular Marker</i>	Harvard University	3/1/09–10/29/09
Boscarino, Joseph	<i>Couple-Based Colorectal Cancer Screening Intervention</i>	Fox Chase Cancer Center	3/1/09–2/28/10
Carey, David	<i>Genomic Medicine Research Support</i>	Ben Franklin Technology Development Authority	1/1/09–6/30/10
Anderer, Tammy	<i>An Algorithm to Improve Performance on a Quality Measure for Acute Bronchitis</i>	Univ. of Pennsylvania	9/15/08–9/14/11
Carey, David	<i>Genomics Of Pregnancy-Related Complications</i>	Commonwealth of Pennsylvania	1/1/09–12/31/09
Bieber, Eric	<i>Microarray Gene Expression Profiling Of Endometriosis</i>	MEFACOOG	3/1/09–2/28/09
Qian, Zhengmin	<i>Global Health And Georesource Management In Africa</i>	Pennsylvania State University	9/1/08–8/31/09

Investigator	Proposal Title	Sponsor	Start/End Date
Fisk, David	<i>Pennsylvania Lung Fibrosis Registry</i>	University of Pittsburgh	1/1/09–12/31/09
Kirchner, H. Lester	<i>Just In Time Accession Of Clinically Annotated Pathology Specimens For Molecular Marker Research</i>	NIH	5/8/09–12/8/09
Rukstalis, Margaret	<i>Ancillary Study To Teen-Labs Main Trial</i>	Childrens Hospital of Philadelphia	7/1/08–6/30/10
Bernath, Albert	<i>Cancer Prevention And Control</i>	Commonwealth of Pennsylvania	7/1/08–6/30/09
Danowsky, Scott	<i>Providing Rural Trauma Preparedness And Outreach</i>	Commonwealth of Pennsylvania	7/1/08–6/30/09
Blankenship, James	<i>Lifesaver Health Screenings</i>	GMC Auxiliary	5/9/09–5/8/10
Larson, Sharon	<i>Community Needs Assessment</i>	Action Health Group	4/20/09–11/30/09
Boscarino, Joseph	<i>Chronic Hepatitis B And C Cohort Study - Proof Of Concept Pilot</i>	Henry Ford Health System	4/1/09–1/31/10
Bernath, Albert	<i>Cancer Community Outreach Program</i>	Pennsylvania Department of Health	7/1/08–6/30/09
Stewart, Walter	<i>Determining The Association Between Built And Social Environmental Metrics Relevant To Food And Activity Levels And Changes In BMI In 5 To 18 Year Olds</i>	Robert Wood Johnson Foundation	2/1/09–1/31/11
Larson, Sharon	<i>Sullivan County Community Needs Assessment</i>	Geisinger Foundation	9/1/09–12/31/09
Breitwieser, Gerda	<i>Calcium Sensing Receptor And Scaffolds</i>	NIH	4/1/06–3/31/10
Carey, David	<i>Genetics Of Obesity</i>	Pennsylvania Department of Health	1/1/08–12/31/09
Carey, David	<i>Genetic Risk Factors For Abdominal Aortic Aneurysms</i>	American Heart Association	7/1/08–6/30/10
Mirshahi, Tooraj	<i>G Protein Signaling To Cardiac Potassium Channels</i>	American Heart Association	7/1/07–9/30/09
Robshaw, Janet	<i>G Protein Beta/Gamma Signaling Systems In Vivo</i>	NIH	9/1/08–8/31/08
Sudol, Marius	<i>Quantitative Profiling Of Tyrosine Phosphorylation On The Efg Receptor Axis</i>	Pennsylvania Breast Cancer Coalition	7/1/08–6/30/09
Toms, Steven	<i>Development Of Quatum Dot Platform</i>	Cleveland Clinic	2/1/08–9/28/09
Yang, Wannian	<i>Regulation Of Egf Receptor Degradation By Ack</i>	American Cancer Society	1/1/06–12/31/09

System Statistics FY09

Discharges	FY09
Geisinger Medical Center	23,631
Geisinger Wyoming Valley	10,557
Geisinger South Wilkes-Barre	1,842*
Marworth Alcohol & Chemical Dependence Treatment	1,372
Outpatient visits	
Geisinger Medical Center	790,666
Geisinger Wyoming Valley	392,549
Geisinger South Wilkes-Barre	91,476*
Marworth Alcohol & Chemical Dependence Treatment	3,729
Community Practice Service Lines	850,207
Average length of stay (days)	
Geisinger Medical Center	5.2
Geisinger Wyoming Valley	4.9
Geisinger South Wilkes-Barre	3.8*
Emergency department visits	
Geisinger Medical Center	44,494
Geisinger Wyoming Valley	31,730
Geisinger South Wilkes-Barre	20,108*
Total:	96,332
Surgery cases (inpatient and outpatient)	
Geisinger Medical Center	23,370
Geisinger Wyoming Valley	8,732
Geisinger South Wilkes-Barre	2,708*
Total:	34,810
Total births	
Geisinger Medical Center	1,559
Geisinger Wyoming Valley	1,141
Total:	2,700

* in July 2009 Geisinger South Wilkes-Barre transitioned to an urgent care and same day facility