



# *Bringing Medicine Full Circle*

The Nebraska Medical Center  
Community Benefit Report | 2011 Fiscal Year in Review



## *CEO's Message*

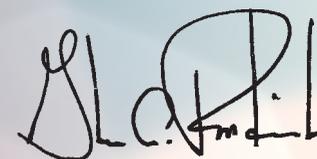
Dear Friend,

Our mission to improve the health and wellbeing of the community is not limited by the walls of our institution. Our remarkable team of health-care professionals regularly reach out to the people of our city, state and beyond. I am proud to tell you that our staff touched the lives of 194,644 people this year while healing the underserved, mentoring students, sharing our expertise with community organizations and educating the community about disease prevention and management.

Over the last several years, The Nebraska Medical Center has built a solid foundation for growth and stability by focusing on financial responsibility, healthcare leadership and a culture committed to quality and continuous product improvement. We are prepared to adapt to whatever changes the future holds.

As we look to the future, you can be sure that The Nebraska Medical Center will continue to play a critical role in improving the health of this region and training the best and brightest leaders in healthcare.

Sincerely,



Glenn A. Fosdick, FACHE  
President and CEO  
The Nebraska Medical Center

*Bringing Medicine Full Circle*

## *Our Community*

### *Improving the Health of our Community*

The Nebraska Medical Center is proud to present our 2011 Community Benefit report. As a not-for-profit organization and the leading medical center in the state, The Nebraska Medical Center is committed to providing outstanding healthcare and enhancing the quality of life for all members of our community. It's how we bring medicine full circle.

The Nebraska Medical Center is a 635-licensed bed academic medical center, which serves as the teaching hospital for the University of Nebraska Medical Center and Clarkson College. This unique collaboration has allowed The Nebraska Medical Center to combine the strengths of academic medicine and research with that of private practice to provide the community with a health system dedicated to quality clinical practice, advanced technology, superior medical education and ground-breaking research. Over the years, thousands of patients, families and students have benefitted from our commitment to supporting these endeavors both financially and through thousands of manpower hours by our dedicated staff.





## *Supporting the Future of Medicine*

### *Educating for Expertise*

The Nebraska Medical Center reaches out to serve the state and region in many ways beyond traditional charity care. With a primary role as the teaching hospital for the well-respected University of Nebraska Medical Center (UNMC), health care students from UNMC and other area schools receive many hours of clinical training at The Nebraska Medical Center. These current and future providers benefit greatly from the experience of training in a tertiary and quaternary care facility; exposing them to levels of disease and injury they may not see in other teaching facilities. As these students move forward into their own careers treating and caring for patients, this comprehensive training better prepares them to recognize and handle complex medical cases.

In the interest of cultivating young minds and driving entry into the health professions, qualified undergraduate and high school students are provided job shadowing opportunities on the medical center campus. These valuable job shadowing visits provide the student one-on-one time with a healthcare professional and are intended to give students inspiration and guidance for their future career goals and current educational path. In 2011, over 400 undergraduate and high school students job shadowed a professional at The Nebraska Medical Center.

To support the greater statewide community and help address shortages or gaps in available services for rural and critical access areas, The Nebraska Medical Center regularly reaches out to the leadership of rural Nebraska hospitals to ask for their feedback and discuss patient needs. These partnerships with the rural community help ensure every citizen in the state has access to the most comprehensive care available. One such program is the hospital's remote pharmaceutical assistance program. This program provides tele-pharmacy support so that smaller hospitals with shortages in qualified pharmacy personnel will have a more cost-effective way to ensure their patients have access to the safest and most up-to-date medication protocols, 24 hours a day.

## *Our Commitment*

### *Contributing for a Better Tomorrow*

In attempt to reach more of the community's underserved individuals and vulnerable populations with potentially lifesaving, preventative health assessments and education, several internal departments participate in health screening activities hosted both in the community and on the medical center campus. Various educational presentations on disease-management, prevention and healthy behaviors were given to community members in fiscal year 2011. Blood pressure checks, breast cancer screenings, diabetes risk assessments, stroke screenings, head and neck cancer screenings and colon cancer screenings are among some of the free and reduced-cost health opportunities provided by The Nebraska Medical Center to the community it serves.

Beyond financial support of the educational mission and operations of UNMC and UNMC Physicians, The Nebraska Medical Center is also very supportive of many other area not-for-profits and community based organizations. The hospital has a charitable contributions committee which meets monthly to direct charitable funding based on a specific set of criteria focused on reducing the leading causes of death in Nebraska. In fiscal year 2011, the hospital was proud to support the American Heart Association, American Diabetes Association, United Way of the Midlands, Salvation Army, and the Leukemia and Lymphoma and American Cancer Societies, to name just a few. Additionally, in the interest of addressing root causes of poor health through community building activities, The Nebraska Medical Center helps fund projects with the goal of developing the businesses in the community immediately surrounding the hospital's inner-city location; thus providing better employment opportunities to those residing in the area.

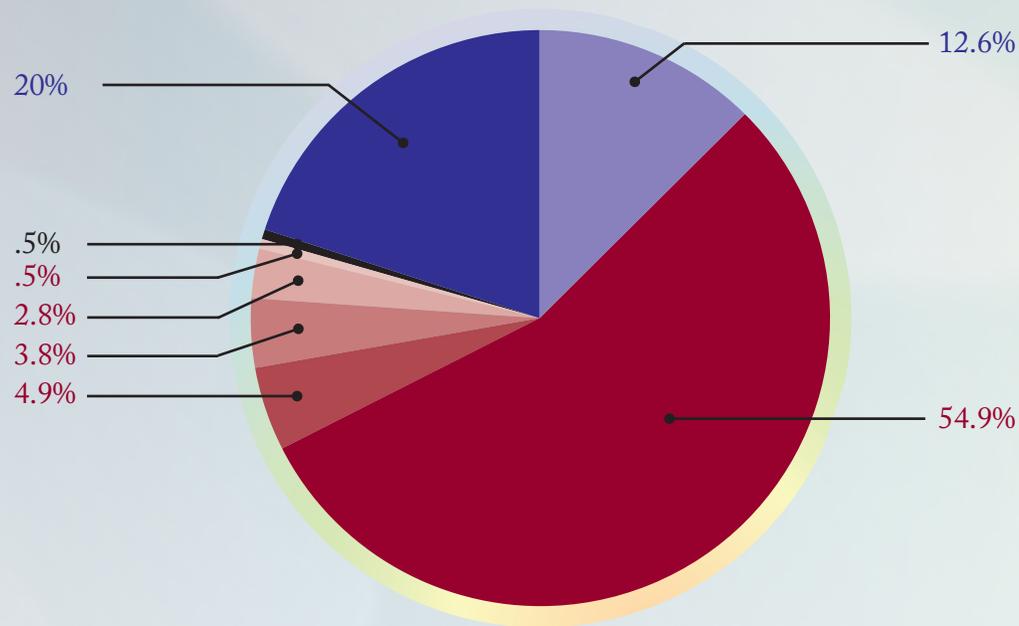


# Community Benefit Financial Highlights

The Nebraska Medical Center is committed to enhancing the quality of life for our patients and the community at large. The following provides a breakdown of where those dollars were invested in fiscal year 2011.



**TOTAL COMMUNITY BENEFIT FOR FISCAL YEAR 2011 \$104,390,159**



**■ CHARITY CARE AND MEANS-TESTED PROGRAMS = \$34,048,524**

- Unreimbursed Medicaid = \$20,862,703
- Charity Care And Other Means-Tested Programs = \$13,185,821

**■■■■ BROADER COMMUNITY HEALTH = \$69,815,918**

- Cash And In-Kind Contributions To Community Groups = \$57,297,367
- Subsidized Health Services = \$5,140,802
- Health Professions Education = \$3,970,624
- Research = \$2,896,418
- Community Health Improvement Services And Community Benefit Operations = \$510,707

**■ COMMUNITY BUILDING ACTIVITIES = \$525,717**

**CHARITY CARE AND MEANS-TESTED PROGRAMS \$34,048,524**

This total represents the cost of providing care to the uninsured and underinsured through traditional charity care and the unpaid costs of means-tested public programs. The hospital provides charity medical care to those who qualify. Patient financial counselors are onsite to assist patients with this qualification process, and 64,413 individuals were provided care through charity care or means- tested programs in fiscal year 2011.

**BROADER COMMUNITY HEALTH \$69,815,918**

The totals for broader community health include monies for community health improvement services, health professions education, subsidized health services, research, cash and in-kind contributions to community groups. The hospital provided many community health improvement services including disease specific education to the community and other health-care providers, health fairs, web-based consumer health education, health newsletters provided to the community, support groups related to specific diagnoses and conditions; community-based clinical services provided by the hospital including free or reduced cost health screenings for which no profit was realized; healthcare support services such as telephone information services, and funding for lifesaving research.

**COMMUNITY BUILDING ACTIVITIES \$525,717**

Community building activities are primarily designed to address the root causes of poor health. Activities included here are: physical/housing improvements made in the community, economic development, community support provided, environmental improvements, leadership development and training for community members, coalition building, community health improvement advocacy and workforce development.



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and Leaders*

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# *Our Mission, Vision, Values and Pillars Excellence*

Our Mission, Vision, Values and Pillars of Excellence are at the core of everything we do. They represent the foundation upon which we build our strategies and organize our operations.

## *Our Mission*

**SERIOUS MEDICINE. EXTRAORDINARY CARE.®**

## *Our Vision*

To be the region's premier medical provider by serving our patients and community through extraordinary care, the finest people and academic and private practice medicine.

## *Our Values*

Excellence	Service	Respect
Knowledge	Teamwork	Education

## *Our Pillars of Excellence*

- Most Attractive Environment to Practice Medicine
- Most Attractive Employer
- Enhanced Clinical Quality and Patient Safety
- Highest Level of Customer Service
- A Culture of Clinical, Operational and Financial Accountability



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