

# Community Connections





*Northeast Ohio is a special place, and we are committed to playing a major role in its revitalization and future success. As we move into the future together, we will continue to strengthen our ties with this great community and bring new and exciting opportunities to a region that we care so strongly about.*





# Dear

## F R I E N D S

On behalf of Cleveland Clinic and its Board of Trustees, we are proud to present our 2006 community outreach report.

2006 was a remarkable year for Cleveland Clinic as we celebrated our 85th anniversary. We were chartered in 1921 as a non-profit “to be located at Cleveland, Cuyahoga County, Ohio.” Our first building was located on E.93rd St. and Euclid Ave., and we remain in that same location today. And while we have grown from a small group practice into a world leader in healthcare, one thing has never changed: our name. We are *Cleveland Clinic*, and we wear that badge of honor with pride and dignity.

For more than eight decades, Cleveland Clinic has served the communities throughout Northeast Ohio. We take our community obligations seriously. We are proud to report that in 2006 we contributed more than \$390 million in total community benefit, including \$110 million in charity care costs. These amounts reflect our continued commitment to improving the health of our communities and the vital role we play in helping those in need.

In addition to community benefit, Cleveland Clinic provides jobs for more than 36,000 people, the majority of whom live in Northeast Ohio. Our many construction projects also support the local economy by creating additional job opportunities for area residents.

Inside this *Community Connections* report is a complete explanation of our community benefit. This report, however, is not just about numbers. It is also a celebration of sharing and compassion. Inside, you’ll see how we are helping students choose careers in nursing; how we are training new mothers and their partners; how we have established special funds to help cancer patients in financial distress – plus much more. These stories are both inspirational and heartwarming, and reflect the hard work and dedication of many who devote their lives to helping others.

Northeast Ohio is a special place, and we are committed to playing a major role in its revitalization and future success. As we move into the future together, we will continue to strengthen our ties with this great community and bring new and exciting opportunities to a region that we care so strongly about.

Sincerely,



Delos M. Cosgrove, M.D.  
CEO and President  
Cleveland Clinic



A. Malachi Mixon III  
Chairman, Board of Trustees  
Cleveland Clinic



pictured above { Jessica Alexander and Chris Schwanenberger



# A *Caring* Curriculum

—> **Renee Volkers'** three children loved those special days when Lakewood Hospital staff members visited Harrison Elementary School to mentor the kids. “My daughter Jessica had lots of fun,” says Mrs. Volkers. “She liked the one-on-one attention.”

**C**hris Schwanenberger, a respiratory therapist and Director of Cardiovascular Services, and many of his Lakewood Hospital colleagues visited Harrison Elementary to read with the children, lead exercise classes and discuss the importance of healthy eating habits.

While the school was being rebuilt, classes were split and held in two locations in Lakewood. To help ease youngsters' concerns over the disruption, the school was “adopted” by Lakewood Hospital — just one way in which the hospital is partnering with the schools.

“Lakewood Hospital is collaborating with Lakewood City Schools to develop many innovative programs that will help children,” says Jack Gustin, president of Lakewood Hospital.

The collaboration stems from a desire to proactively address issues that put children at risk. In 2006, roughly 450 fourth grade Lakewood City School District students were given health screenings by school nurses and healthcare professionals from Lakewood Hospital. A self-assessment was filled out by the students to determine their nutrition and physical activity levels.

As a result, many kids were identified as being at-risk for illness and chronic health problems, particularly obesity. Nearly one-quarter of the students tested were overweight, and students who were overweight or at risk of becoming overweight had significantly lower scores in eight areas of the proficiency tests.

Lakewood City Schools and Lakewood Hospital are determined to improve the health status of the children in the community so they not only can achieve excellent academic performance but also have a better chance to succeed in life.

“There will be many opportunities to help these children and their families, from nutrition and disease prevention to mentoring and tutoring,” says Mr. Gustin.

**For more information, call Holly Bennett, Lakewood Hospital Teen Health Center, at 216.227.2573.**

## Youth at Risk

- A third of all children and adolescents in the U.S. are either obese or at risk for becoming obese, and the rate appears to be higher among minorities and children living in lower income families.
- Of the 6,118 children enrolled in Lakewood City Schools, 38 percent are listed as economically disadvantaged.
- A relationship exists among family income, childhood obesity and academic performance.

Sources: Robert Wood Johnson Foundation; The Future of Children (Princeton-Brookings); Lakewood City School District 2005-06 School Report Card; Cleveland State University's Center for Health Equity



# Some *Peace* of Mind

→ **Bill Cochrane** accompanied his wife, Barbara, to all her treatments at Fairview Hospital's Moll Pavilion, part of Cleveland Clinic Taussig Cancer Institute. The couple listened to other patients' stories about how the disease complicated their lives, making even paying the rent an insurmountable task.

**A**fter Mrs. Cochrane died in January 2004, Mr. Cochrane remembered those stories and wanted to do something to make cancer patients' lives less difficult.

"We had met lots of people who couldn't afford to have cancer, like single moms undergoing chemo who were having trouble making ends meet," Mr. Cochrane remembers. "We decided to start the Caring Continues Fund in Barbara's memory to help those people."

Sara Follmer, LSW, an oncology social worker at Fairview Hospital, helped Mr. Cochrane organize a fundraiser in November 2004 that raised about \$10,000 for the Caring Continues Fund. The fund helps patients with cancer pay for some necessities while they're undergoing treatment.

"Sometimes, cancer becomes the least of patients' problems, if they are struggling with financial issues," says Ms. Follmer. "Many of our patients work minimum wage jobs, so we'll make a mortgage payment or help buy prescriptions. It helps take some of the pressure off."

Each year, the fund distributes about \$30,000, money raised through benefits, memorials and donations from former patients. The fund helps about eight to 10 families a month, and last year it helped make the holiday season easier for 22 families.

"Cancer is a disease that thrives on despair," Mr. Cochrane says. "So anything we can do to give people a little peace of mind is good."

Fairview Hospital also sponsors the Community Care Fund for patients who are experiencing a crisis medical condition and need assistance paying utility bills, buying groceries or making the rent.

"Patients are often brought to tears; they're so grateful for our support," says Linda O'Donnell, Director of Case Management at Fairview. "Since 2004, we've helped more than 70 patients and families."

For more information, please call Fairview Hospital at 216.476.7606.

## The Cost of Cancer

- Cancer treatment can have huge financial costs, which often cause serious psychological and emotional distress.
- In 2004, about 80,000 bankruptcies in the U.S. were cancer-related.
- Some cancer drugs can cost patients upwards of \$50,000 each year.

Sources: *Journal of Clinical Oncology, Cure Magazine, USA Today*



pictured below { Bill Cochrane and Sara Follmer, LSW







pictured above { Nathaniel Whitted, Aaron Butler, Carmen Whitted-Butler and Aaron Butler II



# Special *Deliveries*

—> **Carmen Whitted-Butler** was concerned when she learned she was pregnant for the third time. A 10-year gap separates her first and second children; her third is on the way. “Every pregnancy is different, I’ve learned. I’m an ‘older mom’ now,” she says, “and there are different things you experience with each pregnancy, like diabetes testing, heart burn, expansion of your feet, varied weight gain.”

**L**ike every expectant mother, Mrs. Whitted-Butler has questions. But she says she is thankful that Stork’s Nest, a free prenatal health education program at Huron Hospital for expecting parents, is calming her fears.

On the third Saturday of every month, Stork’s Nest offers a seminar focused on a topic related to pregnancy, delivery, early motherhood or childcare at Huron Hospital’s Family Maternity Center. While the mothers listen to a volunteer health professional, their partners hear another talk on that subject from a male point of view.

Attending lectures earns participants “shopping points,” which can be traded in for donated baby clothes and other items. But amassing points is secondary for Mrs. Whitted-Butler.

“The speakers take time to explain things and answer questions,” she says. “The program is very beneficial. The organizers and volunteers keep the classes thoroughly organized. Our family enjoys them.”

Stork’s Nest is a partnership between Huron Hospital, Cleveland Clinic, the March of Dimes and other charitable groups and individuals. The program is coordinated by Laurel Yee, R.N., and Joanne Romick, R.N., Clinical Nurse Managers, as well as Holly Myers, R.N.

“Stork’s Nest is important because it makes health education available to individuals who might not otherwise be able to find it,” Ms. Yee says.

Ms. Yee, who has three children of her own, says her greatest satisfaction is knowing that she’s helping women in the community raise healthy kids.

“I love working with mothers,” she says. “I want to see bigger babies and strong kids.”

For more information about Stork’s Nest, call 216.761.7062.

## The Importance of Prenatal Care

### In an average week in Ohio:

- 2,865 babies are born.
- 358 babies are born prematurely.
- 243 babies are born with low birthweight (less than 5 ½ lbs).
- 22 babies die before reaching their first birthday.

Source: The March of Dimes

# Tomorrow's Nurses & Scientists

→ **Bianca Rodriguez** is one big step closer to realizing her dream of becoming a nurse, thanks to Cleveland Clinic. Last year, as a senior at North Royalton High School, Miss Rodriguez participated in Cleveland Clinic's summer internship program, Nurses of the Future.

**T**his year, Miss Rodriguez is working as a peer mentor in the program, helping guide the 30 or so other Nurses of the Future interns. She is also set to attend Case Western Reserve University's Frances Payne Bolton School of Nursing this year.

"I came to nursing with preconceived notions, like the way things were dramatized on TV," she says. "I quickly learned the job can be pretty hectic." Miss Rodriguez worked in two surgical areas and on a pediatrics floor. "I took patients' vital signs, tried to comfort them before or after surgery and assisted other nurses with anything I could. I like working one-on-one with patients."

Kitty Ribar, R.N., B.S.N., Nurse Manager of General Surgery Ambulatory Clinics, co-mentored Miss Rodriguez last year, along with nursing colleague Darci Simon, R.N. "It's great to see kids like Bianca develop sophistication and maturity," Ms. Ribar says.

Nurses of the Future, in collaboration with the Division of Nursing, is just one of the programs offered through Cleveland Clinic's Office of Civic Education Initiatives, formed in 2005 to promote K-12 educational outreach in the areas of math, science, health and wellness, arts and innovation.

The office's first effort was to organize summer internships for top science students in Northeast Ohio high schools. Eight students went on to become semifinalists in the 2006 National Merit Scholarship Program. Four are now published authors, having contributed to articles in major peer-reviewed medical journals.

"We introduce young people to laboratory science and allied health sciences," explains Geraldine Hall, Ph.D., Clinical Microbiology, who has mentored students for 20-plus years. "They see that there are a lot of varied career opportunities in medicine."

For more information, please call Cleveland Clinic Community Relations at 216.445.2009.

## Consider a Nursing Career

- 1.2 million nurses will be needed by 2014, and Ohio will have a shortfall of 32,000 nurses.
- Large numbers of healthcare workers will retire at the same time demand for healthcare is on the rise.
- Average full-time salary for a registered nurse in Northeast Ohio is \$52,500; for an LPN, \$37,000.

*Source: Northeast Ohio Nursing Initiative*





pictured below { Darci Simon, R.N., and Bianca Rodriguez





pictured to the right { Michelle Berkley, M.S.N., C.N.P., Kristin Englund, M.D., and Jackie Chu



# Learning Through *Helping*

—> **Jackie Chu** plans on helping people for the rest of her life. The first-year medical student at Cleveland Clinic Lerner College of Medicine may not know her medical specialty yet, but she does know she will be spending some time volunteering in a free clinic.

**“I**’m drawn to providing services for people who are sometimes unable to help themselves, like those without insurance, or who are medically underserved,” Ms. Chu says. “Helping people in that way gives me such a wonderful feeling.”

Every Friday afternoon during the school year, Ms. Chu and about two dozen other students from Lerner College and Case Western Reserve University Medical School volunteer their time and expertise at an inner-city Cleveland free clinic, the Community Health Initiative at Fairfax. The clinic is housed at the Fairfax Renaissance Development Corp., a community development organization in the Fairfax neighborhood. There, students provide medical screenings, take blood pressure readings, monitor blood glucose and provide other services for neighborhood residents.

Michelle Berkley, M.S.N., C.N.P., Cleveland Clinic’s Director of Clinical and Educational Outreach, and Kristin Englund, M.D., a Cleveland Clinic infectious disease physician, are assisted by the students.

The Community Health Initiative at Fairfax was born in 2006 when students who accompanied Dr. Englund on visits to a women’s shelter asked if they could do more to serve the community while furthering their medical skills. Medical student Alida Gertz, now in her third year, was the primary force behind the project. Dr. Englund and Ms. Berkley discussed the idea of a free clinic for underserved residents, and members of Ms. Berkley’s department met with Fairfax Renaissance Development Corp., who helped the Community Health Initiative become a reality.

“I’m excited to watch our students work,” says Ms. Berkley. “They’re enthusiastic and ambitious. If I were sick, this is the group that I’d want to take care of me!”

“It’s gratifying to watch our students interact with their patients in a very compassionate manner,” Dr. Englund says. “They’re really making an impact on their patients’ lives.”

The free clinic has been so successful that Ms. Berkley and others hope to expand the service. This will mean more comprehensive medical care to the Fairfax community and more opportunities for tomorrow’s physicians to impact the community today.

For more information, please call Cleveland Clinic Community Relations at 216.445.2009.

## The Medically Underserved

- Approximately 50 million people live in communities without access to primary healthcare.
- A record-setting 46.6 million Americans were without health insurance in 2005, up from 45.3 million in 2004.
- From 2004 to 2005, the number of children not covered by health insurance rose from 10.8 percent to 11.2 percent.

*Sources: U.S. Census Bureau; Health Resources and Services Administration, U.S. Department of Health and Human Services*



# Cleveland Clinic *Health System*

COMMUNITY BENEFIT REPORT



# 2006

## H I G H L I G H T S

- The Cleveland Clinic health system provided more than \$390 million in benefits to the community.\*
- The Cleveland Clinic health system provided or contributed to more than 300 community outreach programs for a community benefit of \$17.9 million.
- Cleveland Clinic has a strong history of supporting education in the community. Education is our No. 1 giving priority. In 2006, we gave \$2.6 million in support of the Cleveland Metropolitan School District. This contribution is part of our five-year, \$10 million commitment in cash and services to support and enhance Northeast Ohio's regional K-12 schools.
- The cost of charity care provided by the Cleveland Clinic health system increased 4 percent, from \$106.1 million in 2005 to \$110.4 million in 2006.
- The Cleveland Clinic health system is a leading provider of Medicaid services in Ohio, treating more than 22,000 Medicaid inpatients in 2006, or approximately 8 percent of all Medicaid discharges in the state.
- The Cleveland Clinic health system's dedication to training future generations of physicians, physician-scientists and other allied health professionals is demonstrated by the \$133.3 million of internal funds we devoted to education in 2006. Our commitment to education benefits patients and providers throughout Ohio as graduates from health system residency programs establish and operate practices in the state.
- Cleveland Clinic subsidized research activities in 2006 at a cost of \$61.3 million. This research brings about substantial improvements in patient care, greatly benefiting the people of Northeast Ohio, where the majority of our patients reside.

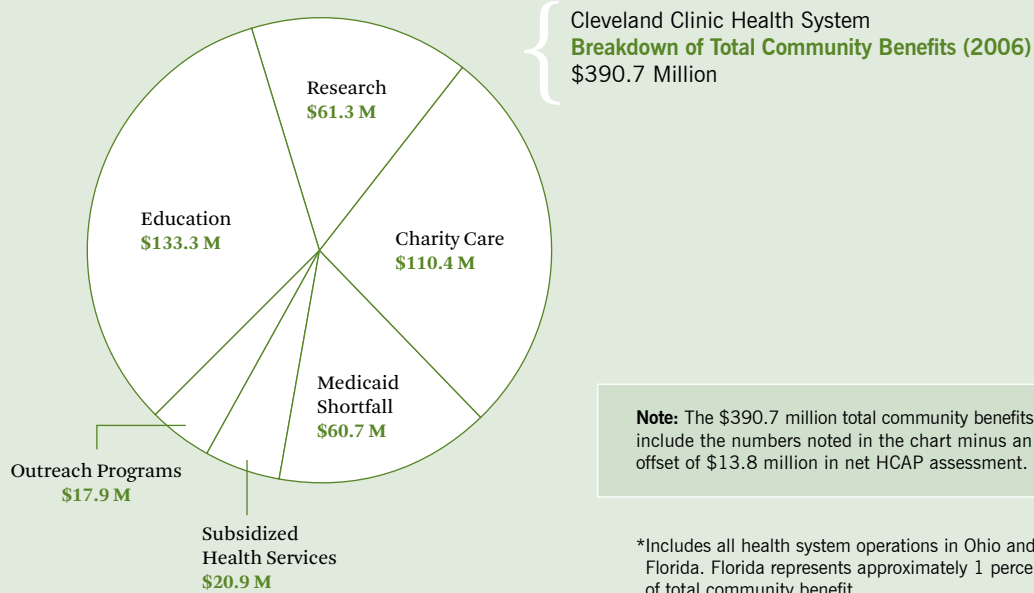




Photo by Neil Lantz

## Introduction

Cleveland Clinic has a long tradition of serving the needs of the citizens of Cleveland and the surrounding communities. We were founded in 1921 as a non-profit group practice with a mission to serve the community, care for the sick and improve that care through research and education. We have remained true to that mission for more than 85 years. While we have grown from a small clinic opened by four physicians to an integrated health system that includes 11 hospitals, affiliate hospitals, 16 family health centers and five outpatient surgical centers, we remain a community asset with no owners, investors or stockholders. Any and all extra funds from operations are invested back into the organization to fund new initiatives and to continue our longstanding research, education and charitable efforts.

The community benefits we provide are wide-ranging, from providing healthcare for the neediest among us to funding innovative medical research that leads to new treatments and cures. The Cleveland Clinic health system offers a comprehensive array of services, including outreach programs, education initiatives, community partnerships, charity care and community contributions – all designed to continue our longstanding tradition of serving others.

## What is a “Community Benefit”?

The term “community benefit” is not always well understood. Some equate it only with charity care for clinical services. While the Cleveland Clinic health system has one of the most generous charity care policies in the region, our services to the community go far beyond the \$110.4 million we provided last year in free or discounted clinical services.



While there is still no universally accepted model for reporting community benefits, the Catholic Health Association (CHA) community benefit model has been endorsed by the American Hospital Association and the Ohio Hospital Association. We were one of the first non-denominational health systems to use the CHA Community Benefit Reporting guidelines, and we continue to follow these guidelines today.

Under the CHA model, we look at the three primary ways non-profit hospitals that operate academic medical centers and community hospitals benefit their communities: clinical services, education and research. To determine whether a program or cost is a community benefit, the CHA model asks us to consider the following questions:

- Does the activity address an identified community need?
- Does the activity support an organization’s community-based mission?
- Is the activity designed to improve health?
- Does the activity produce a measurable community benefit?
- Does an activity require subsidization?

Striving to continually improve reporting accuracy, each year we review the methodology and approach that was used in the prior year’s report. As community benefit reporting evolves, we expect to improve our reporting by adopting more comprehensive tracking systems and increasing our periodic review of community benefit programs and costs.

Community Benefit Category	Net Community Benefits (\$=millions)	
	2005	2006
<b>CLINICAL SERVICES</b>		
Hospital charity care	\$83.5	\$86.7
Physician charity care	\$22.6	\$23.7
<b>Subtotal: Charity Care</b>	<b>\$106.1</b>	<b>\$110.4</b>
<b>Net HCAP Assessment</b>	<b>\$(17.0)</b>	<b>\$(13.8)</b>
Medicaid Shortfall		
Hospital services	\$32.6	\$36.8
Physician services	\$25.1	\$23.9
<b>Subtotal: Medicaid Shortfall</b>	<b>\$57.7</b>	<b>\$60.7</b>
<b>Subsidized Health Services</b>	<b>\$15.6</b>	<b>\$20.9</b>
<b>Community Outreach Programs</b>	<b>\$13.7</b>	<b>\$17.9</b>
<b>Subtotal: All Clinical Services</b>	<b>\$176.1</b>	<b>\$196.1</b>
<b>EDUCATION</b>	\$130.1	\$133.3
<b>RESEARCH</b>	\$43.9	\$61.3
<b>Total (All Clinical Services + Education + Research)</b>	<b>\$350.1</b>	<b>\$390.7</b>
<i>Note: Certain 2005 amounts have been reclassified to conform to the current year presentation. Florida represents approximately 1 percent and 2 percent of total community benefit in 2006 and 2005, respectively.</i>		

## Clinical Services

### CHARITY CARE

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A primary component of clinical services is the charity care provided by the Cleveland Clinic health system's hospitals, family health centers, outpatient surgery facilities and doctors. Charity care is the amount of free or discounted medically necessary care provided to patients unable to pay some or all of their bills. Charity care reported here does not include "bad debt," which is the amount not paid to the health system by patients deemed able to pay their bills. The health system has one of the most generous charity care policies in Northeast Ohio, and we treat all patients with dignity and respect, regardless of their ability to pay.

As with most financial aid programs in the United States, our charity care guidelines use the income levels set each year by the federal government to define poverty. Our eligibility threshold provides assistance on a sliding scale to both insured and uninsured patients with family incomes up to four times the poverty level set by the federal government.

Under our charity care policy, free care is provided to patients whose incomes are at or below 200 percent of the federal poverty level. A health system patient whose income exceeds 200 percent of the federal poverty level receives a discount, ranging from 75 percent to 35 percent of charges, depending on income level, up to 400 percent of the federal poverty level. In addition, some procedures – including breast biopsies, mammograms, colonoscopies and physicals that may not be covered under commercial insurance policies – are treated as medically necessary services when ordered by a physician. These procedures may be provided free or on a discounted basis under the charity care policy.

This means that, in 2006, assistance was provided for single persons with household incomes up to \$39,200 and for families of four with household incomes up to \$80,000.

The health system's charity care policy also extends consideration to patients with exceptional living situations, such as a terminal illness or excessive medical bills, even if their family income exceeds 400 percent of the federal poverty level threshold. Special consideration also is available for patients whose inability to pay for medical treatment would create undue hardship. All patients, regardless of income, are eligible for charity care for medically necessary services if their out-of-pocket responsibility is greater than \$1,500 after insurance benefits are exhausted; if payment would adversely affect the well-being of the patient and family or result in undue hardship; or if the patient has supplied information regarding exceptional living circumstances.

The health system works with eligibility enrollment vendors to qualify patients for special medical assistance programs, including General Relief, Medicaid, Temporary Assistance for Needy Families (TANF), Medicaid for Pregnant Women, Medicaid for Children, MC+, Hospital Care Assurance Program (HCAP), Social Security (SSI & SSD), Victims of Crime, and Bureau of Special Health Care Needs. Eligibility enrollment vendors also refer patients to community support programs, including utility assistance, senior services, medication assistance, food banks, emergency shelter/transitional housing, housing/rent assistance and crisis hotline.

### ACCESSIBILITY OF CHARITY CARE

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Informing the public that charity care is available is an important element of a hospital's charity care program. At the Cleveland Clinic health system, information about our charity care policies is posted on Cleveland Clinic's Web site ([clevelandclinic.org](http://clevelandclinic.org)) and is available to patients at registration, during the billing process and throughout the collection process. Financial counselors are present on-site at all health system hospitals and at family health centers to assist patients in qualifying for governmental assistance programs and charity care. All self-pay patients, as well as insured patients



who express concern about their ability to pay for healthcare services, are referred to financial counselors or financial services representatives. Patients who do not qualify for assistance can work with a financial counselor or a financial services representative who may set up a payment plan.

We continually strive to improve communications with patients on the availability of charity care. Patient statements include detailed information regarding the health system's charity care policy, and a summary description of our charity care policy is available in patient registration areas. Our hospitals also distribute a patient-friendly billing brochure that describes the charity care policy and provides a contact telephone number. Key information is available in multiple languages.

#### **OHIO HCAP PROGRAM**

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In 1988, Ohio created the Hospital Care Assurance Program (HCAP) to financially support those hospitals that service a disproportionate share of low-income patients unable to pay for care. Specifically, HCAP funds basic, medically necessary hospital services for persons who are not eligible for Medicaid and whose family income is at or below the federal poverty level.

HCAP is financed by a mix of dollars provided by Ohio hospitals and the federal government. The state assesses a tax on hospitals and receives 60 cents from the federal government for every 40 cents received from the hospitals. The funds then are distributed back to Ohio hospitals based on the amount of care each provides to low-income, uninsured individuals.

In 2006, the Cleveland Clinic health system contributed 9.9 percent of total state HCAP dollars and received 6.5 percent of distributed funds. On a dollar basis, the health system was assessed \$21.8 million for HCAP and received \$35.6 million, for an offset of \$13.8 million, which is reflected in our community benefit calculations (see chart, p.15).

#### **MEDICAID SHORTFALL**

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The Cleveland Clinic health system is a leading provider of Medicaid services in Ohio, treating more than 22,000 Medicaid inpatients in 2006, or approximately 8 percent of all Medicaid discharges in the state. The Medicaid program, which provides healthcare coverage for low-income families and individuals, is funded by the state and federal governments. In many states, including Ohio, Medicaid payments have not been sufficient to cover the cost of treating Medicaid beneficiaries. In 2006, the health system's unpaid Medicaid costs were more than \$60 million. The shortfall was particularly high at Huron Hospital, where Medicaid accounted for approximately 40 percent of the hospital's discharges.

#### **SUBSIDIZED HEALTH SERVICES**

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In addition to charity care and costs not covered by Medicaid payments, another clinical community benefit category is "subsidized health services." These services yield low or negative margins but are needed in the community. They frequently include trauma centers, pediatric programs, obstetrical services, ambulatory services, mental health and substance abuse treatment, adolescent and adult care services, and health maintenance and education classes.

The Cleveland Clinic health system provided more than 60 different subsidized health services in 2006 at a cost of \$20.9 million. This dollar value excludes any charity care costs or Medicaid shortfalls.

Examples of subsidized health services within the health system include: Psychiatry at Cleveland Clinic, Huron, South Pointe and Lutheran hospitals; the Anticoagulation Clinics at Euclid, Hillcrest and South Pointe hospitals; Obstetrics at Hillcrest, Huron, Fairview, Lakewood and Marymount hospitals; Trauma Centers at Huron and Lakewood hospitals; the Center for Family Medicine at Fairview Hospital; and the Senior Care and Teen Health Center at Lakewood Hospital.

## OUTREACH PROGRAMS

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The Cleveland Clinic health system is actively engaged in a broad array of community outreach programs, including numerous initiatives designed to serve the vulnerable and at-risk populations in our communities. Our outreach programs range from free blood pressure and cholesterol screenings to providing meeting rooms for community groups. Community outreach programs typically fall into three categories: community health services, cash and in-kind donations, and community building.

In 2006, the health system provided or contributed to more than 300 community outreach programs for a total net community benefit of \$17.9 million. Included in this total is \$2.6 million paid in support of the Cleveland Metropolitan School District as part of Cleveland Clinic's commitment made in 2005 to donate \$10 million over five years. The majority of the total given in 2006 in support of this educational initiative was used to strengthen math and science curriculums for students in sixth through tenth grades in the Cleveland Metropolitan School District. Additionally, more than \$80,000 was used in continued support of connecting Cleveland Schools to OneCommunity, a high-speed Internet system that connects students to our health system and Cleveland's universities, libraries and cultural institutions.

Cleveland Clinic has made support of our schools our No.1 giving priority, and we are pursuing a multifaceted approach to help promote education that ranges from student internships and tutoring and mentoring to financial contributions, which are included in our community benefit calculations.

Since 2005, Cleveland Clinic's Office of Civic Education Initiatives has developed several summer internship programs that provide numerous junior and senior high school students in Greater Cleveland with the opportunity to learn about careers in healthcare firsthand at Cleveland Clinic, its community hospitals and family health centers. The nine-week sessions are unique programs aimed at promoting interdisciplinary learning. The summer internship programs are an example of the education programs developed for regional schools in the areas of science, math, health and wellness, reinforcing Cleveland Clinic's commitment to investing in Northeast Ohio's future.

Cleveland Clinic also is linking the gap between science and the arts with its eXpressions program, which combines these high school students' medical research with creative interpretations. After returning to their respective schools, summer interns present their scientific findings to art classes. The art students then create interpretations of the research through paintings, sculptures, photographs and videos. The program was awarded the Ohio Art Education Distinguished Business Award.

Through all of these educational initiatives, we are contributing to what we consider our most precious resource and our best and brightest hope for the future.



## Education

Cleveland Clinic was founded on four pillars: patient care, research, education and community involvement. Given our long-time commitment to education, it is not surprising that we take pride in sponsoring a wide range of high quality medical education, including accredited training programs for residents, physicians, nurses and other allied health professionals. With more than 1,000 interns, residents and fellows, the Cleveland Clinic health system maintains one of the largest graduate medical education programs in the United States.

In addition to our graduate medical education program, we are committed to both postgraduate and undergraduate medical education. On the postgraduate level, our Center for Continuing Education has developed one of the largest and most diverse continuing medical education programs in the world. On the undergraduate level, we operate a unique medical school program dedicated to the teaching of physician-scientists, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University.

In 2006, 363 students in 29 allied health education programs rotated through Cleveland Clinic. Allied health professionals are important members of the healthcare team and include occupational and physical therapists, radiation therapists, audiologists and social workers. Cleveland Clinic allied health programs are affiliated with a broad range of institutional sponsors including Cuyahoga Community College, Kent State University, John Carroll University and The Ohio State University. Health system hospitals also sponsor a wide range of allied health programs affiliated with such institutions as Cleveland State University, Lakeland Community College and Ursuline College.

Educating the community continues to be a priority at Cleveland Clinic. The Department of Patient Education and Health Information distributes health-related information to patients and the public through printed material and electronically through its own Web site.

The health system devotes substantial resources to education programs. In 2006, the health system provided a community benefit of \$133.3 million through its subsidy of medical education programs. Our commitment to education benefits patients and providers throughout Ohio as graduates from health system residency programs establish and operate practices in the state. These are talented new physicians trained by the nation's leaders in academic medicine. The ultimate beneficiaries are the citizens of Ohio who receive better healthcare.



## Research

Cleveland Clinic's research has earned us the reputation of being an international leader in scientific and clinical advances. Research is embedded in many of the daily activities occurring at Cleveland Clinic. In fact, nearly every physician on staff is involved in research in some way. This sets Cleveland Clinic apart from most hospitals in the country. Our physicians have a passion for performing the research designed to uncover the cures to many diseases. They are pre-eminent in their fields of expertise and pursue careers at Cleveland Clinic specifically for the opportunity to be involved in cutting-edge research with some of the brightest minds in medicine.

Translational biomedical research translates basic scientific discoveries into clinical applications. Translational biomedical research conducted at Cleveland Clinic brings about substantial improvement in patient care, both by providing direct patient care to individuals and by refining the practice of medicine through the development and promulgation of new techniques, devices and treatment protocols. For example, the Center for Thrombosis Research is one of only three nationwide to receive National Heart, Lung, and Blood Institute funding to develop a specialized center of clinical research to study the cellular and genetic causes of arterial thrombosis, or blood clots. This research will allow for more targeted therapies and better outcomes for our patients, most of whom live in Northeast Ohio.

The value to society of biomedical research is recognized in federal tax policy, which includes research activities in the guidelines used by charitable organizations in qualifying for tax exemption. Cleveland Clinic devotes substantial resources to research and operates at a loss on these activities. From a community benefit standpoint, "research" includes basic, clinical and community health research, as well as studies on healthcare delivery. For 2006, Cleveland Clinic's total expenditures on research was \$213.6 million, partially offset by more than \$152.3 million in grants and other funding, yielding a net cost of \$61.3 million.



## Other Benefits

In addition to the more than \$390 million in quantifiable benefits provided in 2006, the Cleveland Clinic health system benefits the community in ways not included in the 2006 calculations. Some of these additional benefits are outlined below.

### **DONATIONS FROM THE COMMUNITY TO THE CLEVELAND CLINIC HEALTH SYSTEM**

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Donors believe that Cleveland Clinic has a charitable purpose that deserves to be financially supported. Every donation made to Cleveland Clinic helps meet the healthcare needs of our community.

Cleveland Clinic directs philanthropic support received toward programs with significant community health benefits. For example, generous funding allows Cleveland Clinic to provide free mammograms to women who cannot afford them. Through a foundation grant to the Center for Autism at the Children's Hospital Shaker Campus, Cleveland Clinic also provides financial assistance to families who cannot afford treatment costs. Huron Hospital's Center for Minority Health, dedicated to addressing health disparities that disproportionately afflict minority populations, receives charitable gifts to advance its mission.

### **ECONOMIC BENEFITS**

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The Cleveland Clinic health system thoroughly appreciates both its community mission to promote education and the need for an educated workforce. This is especially true since we are the largest employer in Northeast Ohio and the second largest employer in the state.

In 2004, we commissioned a study to understand the economic impact of the health system in Northeast Ohio. This study concluded that the total economic benefit of the health system represented \$2.5 billion to the eight-county Northeast Ohio area.

We recently commissioned a new economic benefit study and will share the results once it is complete.

## Serving our Community

Cleveland Clinic is a non-profit healthcare system dedicated to the communities we serve. It is the mission of each of our hospitals and family health centers to provide compassionate, high quality healthcare, and to support programs and initiatives that improve the health and well-being of our neighbors and our neighborhoods.

The community benefits we provide include charity care, community outreach programs, subsidized health services and other community contributions. We sponsor many research and educational programs that greatly enhance the care we provide to patients, the vast majority of whom live and work in our local communities.

Through our charity care efforts and as a leading Medicaid provider in the state of Ohio, we provide care to those who need it most but who otherwise could not afford it. In addition, we work closely with community officials to address the priority healthcare needs of underserved populations.

Every day, we are making a difference. Through the extraordinary efforts of our more than 36,000 employees, we are reaching out to our communities in ways that make a tremendous and positive impact on the lives of the people we touch.

# Keeping the *Community* Healthy

→ **Marymount Hospital** is making a real effort to discover the health needs of the community and to ensure the hospital is doing all it can to provide the best service possible for area residents.

**S**o in 2006, the hospital launched a Community Health Summit initiative, inviting elected officials, municipal employees and human service leaders from surrounding communities. The program attracted representatives from Garfield Heights and six neighboring cities.

“City employees and officials regularly encounter residents face-to-face, so they have a good understanding of the community’s needs, and we wanted to tap into that,” explains Tricia Kuivinen, Community Relations Manager for Marymount Hospital.

The two Community Health Summits held so far featured group discussions and questionnaires that asked questions such as, “What kind of help and services do seniors request?”

Marymount officials pored over and analyzed the data and feedback they collected. Preliminary results show that city representatives believe residents are concerned about diabetes, heart disease, nutrition, emotional well-being and senior safety.

Linda Vopat, Coordinator of Human Services at the Maple Heights Senior Center, appreciated the opportunity to share insights she’s gained from listening to her constituents. “I believe it’s important for the hospital to learn directly from those of us who are in the trenches,” she says. “What we hear is a big need for education and support for folks with diabetes and those dealing with all types of loss.”

Now the question becomes: How does Marymount best address these concerns? Possibilities include working with cities to develop a senior support line; expand transportation assistance; start a diabetes support group; develop a childhood diet and nutrition program; and sponsor senior safety workshops.

“We would so like to do it all, but we will focus on a few efforts that could have the greatest impact,” Ms. Kuivinen says.

Garfield Heights Mayor Tom Longo attended both of the Health Summits. “The fastest-growing segment of our population is the 85-years-and-older group. The hospital is helping us help our seniors.”

For more information, call Marymount Hospital’s Department of Community Relations at 216.587.8683.

## Our Aging Population

- About one in eight Americans is 65 or above.
- The number of Americans between 45 and 64 who will reach 65 over the next 20 years increased by 39% during this decade.
- The population of adults aged 65 and above reached 35 million in the year 2000. It is estimated that number will more than double by the year 2030.

Source: U.S. Department of Health and Human Services, Administration on Aging





pictured above { Linda Vopat

pictured below { Diane Dever







# Revitalizing the Community

—> **Diane Dever** goes to Lutheran Hospital with her cheese every Thursday at lunchtime. She packs handmade stuffed cabbage rolls and pierogies. She also brings the tuna, chicken, egg and seafood salads that she makes and sells from her kiosk at the West Side Market.

**T**he kiosk, called Irene Dever's Dairy, was started by her mother about 45 years ago.

Every week she and other vendors from the West Side Market set up shop in the cafeteria at Lutheran Hospital.

"It isn't work; it's a lot of fun," Ms. Dever says with a bouncy laugh. "This is what a neighborhood is all about."

Hospital employees and visitors look forward to the opportunity to purchase homemade ethnic foods, and they line up early to partake in this weekly tradition. But just as important, Lutheran Hospital, which is located a few blocks from the West Side Market, opens its doors to vendors as a way of supporting neighborhood businesses.

"Having the variety of products and personalities of West Side Market vendors at Lutheran Hospital must be a refreshing experience for the hospital's patients and staff," says David Stack, Interim Executive Director of the Ohio City Near West Development Corporation, a community development group. "This type of cooperation between organizations in Ohio City is a great example of how good neighbors help each other."

Lutheran Hospital supports Ohio City special events as well. The hospital helped sponsor Ohio City Near West Development Corporation's "Weekend in Ohio City" fundraiser, which included home tours, a separate progressive wine tasting and dinner, and the second annual Ohio City Run/Crawl.

For Ms. Dever, one joy of manning her Lutheran Hospital stand is renewing old acquaintances. "You don't know how many people come up to me and say, 'Oh, I remember going to the West Side Market when I was a kid.' If you can make people smile or stir up a good memory, why not do it?"

**For more information, call Lutheran Hospital's Community Outreach Office at 216.363.2019.**

## Community Building Activities

Among other things, community building activities are defined as involvement in neighborhood improvement and revitalization projects and participation in economic development councils.

*Source: Catholic Health Association*



# Teen Times

—> **Two hours of sharing** and interacting can mean the world to some teens who just want to experience some “normal” adolescent life. That’s why Jaina Blackford says she feels blessed that students from Benedictine High School are reaching out to teenage students in the Secondary Education Program, which is a part of the Center for Autism at Cleveland Clinic Children’s Hospital Shaker Campus.

**A**utism is a brain disorder that begins in early childhood and may result in learning difficulties, speech problems and difficulty with social interactions.

Every Friday afternoon during the school year, Ms. Blackford, who is the Coordinating Teacher for the program, takes 10 students across the street to the Catholic high school, where the teens interact and play sports.

“It’s very beneficial to my students to just hang out with typical teens, their peers,” Ms. Blackford says. “Our students love to be around other kids their age.”

This simple interaction really goes a long way to help the youngsters with autism break out of their shells, she adds. “When they come back, they’re more energized and very excited, and they want to initiate more conversation with peers back at the school.”

The interaction between the students with autism and Key Club members from Benedictine began in 2002. Ms. Blackford wants to expand the program, and she’s looking for more schools and groups that would like to volunteer with her kids.

The Rev. Anselm Zupka, German teacher and Benedictine’s Director of Guidance, says the program is a learning experience for everyone. “It is a collaboration that gives our students an opportunity to volunteer and serve the community and to enjoy recreational activities with youngsters with autism,” he says.

For more information, please call the Center for Autism at 216.721.1292.

## Autism on the Rise

- Autism affects an estimated 1 in 150 births.
- Growing at an alarming rate, autism could affect 4 million children in the next decade.
- The disorder is four times more prevalent in boys than in girls.

**Get Involved.** If your group or school might like to host youngsters with autism, please call Jaina Blackford with the Cleveland Clinic Center for Autism at 216.721.5400, ext. 2249.

*Source: Autism Society of America*





pictured above { Ben Kopit and Jason Petroff





pictured above { Greg Ivanovics





# Street *Medicine*

—> **Like most** great relationships, Euclid Hospital’s long-term connection with the emergency medical community is mutually beneficial and nurtured on a regular basis. For the past 10 years, Euclid Hospital has offered its “Street Medicine” series, a free continuing education program for firefighters, emergency medical technicians and paramedics.

**E**ach session highlights a relevant topic, such as caring for head trauma or pediatric respiratory emergencies, or handling tactical emergencies — those situations that involve caring for casualties in the middle of a crisis or “hot zone,” such as a hostage or sniper situation. Presenters include Euclid Hospital physicians, physician assistants, nurses and department managers, and staff from Cleveland Clinic hospitals or Cleveland Clinic School of EMS.

The Street Medicine program not only provides attendees with required EMS continuing education credits but also offers dinner and a huge helping of camaraderie.

“We usually have about 30 members from different departments; we don’t require an RSVP, and we offer the lectures 10 times a year,” says Greg Ivanovics, Euclid Hospital’s EMS Coordinator and a full-time firefighter/paramedic in the Euclid Fire Department.

“They come from the entire Northeast Ohio area — Euclid, Mentor, Willowick, Wickliffe, Cleveland Heights, Solon and other communities. The program highlights the EMS community as an important group and at the same time shows our appreciation for them.”

As a complement to the Street Medicine program, the School of EMS offers American Heart Association refresher courses to members of the EMS community at no cost throughout the year.

The time and effort put into nurturing this relationship pays off handsomely — for Euclid Hospital, the EMS community, area residents and, ultimately, patients.

For more information, call Euclid Hospital’s Community Relations Office at 216.692.8969.



## A Look Behind 9-1-1

- 99% of the U.S. population is covered by at least basic 9-1-1 services.
- In 2006, Euclid police received 14,661 9-1-1 calls, or about 40 calls a day.
- Euclid firefighters responded to 6,780 calls for assistance, of which almost 82% were for emergency medical service.

*Sources: National Emergency Number Association, City of Euclid*

# A *Healthy* Place to Live & Work

→ **Attending Healthy Solon's** kickoff event last spring changed Joan's\* life. "After I was tested, a nurse pulled me aside and said I needed to see my doctor immediately. I said, 'Oh, I know my blood pressure is a little high.' But the nurse said, 'No, it's your blood sugar — it's three times higher than it should be. And your cholesterol is high too.' That really scared me," says Joan.

**H**ealthy Solon: A Collaborative Community Wellness Initiative is a three-year effort aimed at improving the health of people who live or work in Solon. Medical Mutual initiated the program, and Hillcrest and South Pointe hospitals and Cleveland Clinic Solon Family Health Center were delighted to collaborate.

The kickoff health fair featured health screenings, wellness lectures, children's activities and a *Deal or No Deal* game featuring Lindsay Clubine (Model No. 26 on the popular TV show). More than 2,500 people participated.

A week after the event, Joan saw her Solon Family Health Center physician. She joined Weight Watchers that day, got her diabetes testing equipment and went to work on the problem.

The 56-year-old now exercises seven days a week and no longer eats anything with refined sugar or white flour. Her glucose is within the target range, and after three months she lost 17 pounds. Her blood pressure has improved, too.

"Healthy Solon was started with the goal to make a difference in peoples' lives," explains Bev Waters Shankman, Program Director for Healthy Solon and Manager of Business Outreach at Medical Mutual. "It's a collaboration that combines two great health resources."

Jennifer Mintz and Marybeth Mack, R.N., Wellness Coordinators at South Pointe and Hillcrest hospitals, respectively, and two of Healthy Solon's organizers, concur: "We're hoping to improve the health of this community by providing education about wellness and prevention. We want individuals to be proactive and take charge of their health, just like Joan has," says Ms. Mack.

**Healthy Solon continues with monthly health screenings, talks and events. For more information on the program, go to [healthySolon.org](http://healthySolon.org) or call 440.312.4784.**

\* Name changed to protect privacy.

Start  
Getting  
Healthy

- Go to [MyPyramid.gov](http://MyPyramid.gov) for MyPyramid Tracker, a tool to track your energy balance by comparing activity to food intake.
- Find a physical activity you enjoy — and find a friend to join you.
- Take a few minutes every day to de-stress: meditate, take deep breaths or take a walk.



pictured above { Marybeth Mack, R.N., and Jennifer Mintz



## Cleveland Clinic Health System

Under the leadership of Cleveland Clinic, our regional hospitals work together to provide the highest level of quality healthcare and patient service and to make our region a better and healthier place to live. Cleveland Clinic and its hospitals are non-profit hospitals and together form the largest equal opportunity employer in Northeast Ohio.

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**Cleveland Clinic**

9500 Euclid Avenue  
Cleveland, OH 44195  
216.444.2200

**Cleveland Clinic  
Children's Hospital**

9500 Euclid Avenue  
Cleveland, OH 44195  
216.444.KIDS (5437)

**Children's Hospital**

**Shaker Campus**  
2801 Martin Luther King Jr. Dr.  
Cleveland, OH 44104  
216.721.5400

**Cleveland Clinic in Florida**

2950 Cleveland Clinic Blvd.  
Weston, FL 33331  
954.659.5000

**Euclid Hospital**

18901 Lake Shore Blvd.  
Euclid, OH 44119  
216.531.9000

**Fairview Hospital**

18101 Lorain Avenue  
Cleveland, OH 44111  
216.476.7000

**Hillcrest Hospital**

6780 Mayfield Road  
Mayfield Heights, OH 44124  
440.312.4500

**Huron Hospital**

13951 Terrace Road  
East Cleveland, OH 44112  
216.761.3300

**Lakewood Hospital**

14519 Detroit Avenue  
Lakewood, OH 44107  
216.521.4200

**Lutheran Hospital**

1730 West 25th Street  
Cleveland, OH 44113  
216.696.4300

**Marymount Hospital**

12300 McCracken Road  
Garfield Heights, OH 44125  
216.581.0500

**South Pointe Hospital**

20000 Harvard Road  
Warrensville Heights, OH 44122  
216.491.6000

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## Community Connections

The stories featured in this book represent a few of the many community programs supported by Cleveland Clinic and its regional hospitals. We are proud to highlight these programs and the people dedicated to improving the quality of life in our communities through culturally diverse health services, education, prevention and research.

**For more information, please visit [clevelandclinic.org](http://clevelandclinic.org).**

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