Bringing Medicine Full Circle

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

Improving the Health of our Community
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.
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.
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

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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Our Mission, Vision, Values and Pillars of 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