

McCready Foundation

Community Benefits

Fiscal Year 2011



Heal. **Thrive.** Live.

201 Hall Highway, Crisfield, MD 21817

I. General Hospital Demographics and Characteristics

1. Table One

Bed Designation:	Inpatient Admissions:	Primary Service Area Zip Codes:	All other Maryland Hospitals Sharing Primary Service Area	Percentage of Uninsured Patients by County	Percentage of patients who are Medicaid Recipients by County
The McCready Foundation averaged eight (8) licensed Medical/Surgical beds for FY 2011.	The hospital had 540 admissions and 2,124 total patient days in FY 2011.	21817 21838 21851	Peninsula Regional Medical Center (Wicomico Co.) and Atlantic General Hospital (Worcester Co.) provide secondary and tertiary care in the PSA.	According to the survey, "County Health Rankings" conducted through the Univ. of Wisconsin, 17% of Somerset County Residents are uninsured.	Approx. 16% Approx. 3,800 in County Approx. 777,500 in the State

2a. Describe in detail the community or communities the org serves

The McCready Foundation is located in Crisfield, Maryland in Somerset County. During fiscal year 2011, the facility was licensed for eight medical/surgical acute beds and had 540 inpatient admissions. The majority of the patients seen at McCready live in Somerset County, but the hospital also serves Worcester and Wicomico counties in Maryland and the Eastern Shore of Virginia. Due to the low number of medical services available in the area, Somerset County is designated by the U.S. Department of Health and Human Services, Health Resources and Services Administration, as a medically underserved area. We are the closest and most convenient hospital available to those living in the remote crabbing/fishing communities of Smith and Tangier Islands in the Chesapeake Bay and we are the only facility able to provide access via boat.

Our community needs are assessed in a variety of ways. McCready's hospital staff members meet with local schools and health departments regularly to discuss health care needs in the local community. In 2005, the McCready Foundation was involved with a consortium of area health care providers which included all three area hospitals

(McCready Foundation, Peninsula Regional Medical Center and Atlantic General Hospital), local health departments, as well as area schools and other agencies. The team developed a tri-county survey that was sent to Lower Shore residents. The results of this survey were used to identify health care needs in the tri-county area (Wicomico, Worcester and Somerset) and programs were developed in response to that survey. The study identified the following medical conditions to be the most prevalent in the community: **diabetes, heart and lung disease, cancer, obesity and metabolic syndrome**. A 2009 survey was conducted by the same stakeholders participating in the 2005 study to address any potentially new areas of concern in the community. As the new findings developed, McCready's medical and nursing staffs worked with leadership to determine which community needs McCready could help address.

With the data from the 2009 survey driving the agenda, McCready's hospital staff worked with the local health department on developing programs to identify the top areas of concern with residents in Somerset County. The McCready Foundation continues to offer a **heavily discounted community exercise program** for residents who want/need a comprehensive exercise program and facility in their community. There is also a very low cost cardiac rehabilitation program monitored by a licensed ER tech for local patients whose physicians have prescribed the program to counteract risk factors or diseases such as heart disease, obesity and metabolic syndrome.

In fiscal year 2011, the McCready Foundation continued its work in conjunction with the local health department to **identify medically indigent women in the community and provide them with free preventive women's health services**. The program provides free mammograms, screening visits with a physician or mid-level provider and cancer removal surgery, if necessary. The program is partially funded through a grant received by the health department. Also in conjunction with the health department, McCready provides colorectal screenings (colonoscopies).

Somerset County Demo Snapshot

	<u>County</u>	<u>State</u>
Population	26,470	5,773,552
% Bachelor's Degree or higher	14.4%	35.2%
Median HH income	\$35,621	\$69,193
% persons below poverty level	24%	9.2%
Median value of housing units	\$146,900	\$326,400
Unemployment (November 2011)	9.0%	7.2%
Retail sales per capita (2007)	\$4,011	\$13,429

The following chart demonstrates many of the Community Benefits programs the McCreedy Foundation took part in during Fiscal Year 2011:

Title of CB Program	Total Benefit Provided (\$)	# of Persons Served
Blood Draws for Lab Corp	\$5,799 (labor only)	1304
Surgical Screenings (indigent population)	\$52,361	196
CB Tracking	\$3,491	N/A
Community Education	\$1,721	210
Community Fitness Program	\$27,000	161
Community Flu Shots	\$1,198	273
Disaster Preparedness	\$36,671	3500
Donated Goods (to Salisbury Univ.)	\$691	Unknown
Health Fairs (Screenings)	\$6,444	68
Personal Care (indigent population)	\$91,484	104
Medical and Financial Assistance	\$16,270	358
Safe Sitter	\$1,648	8
Student Training	\$128,581	11
Charity Care	\$987,906	N/A

Please note: Per 2009 IRS 990H instructions, direct offsetting revenue does not include restricted or unrestricted grants or contributions that the organization uses to provide a Community Benefit. In fiscal year 2011, the McCready Foundation received two grants from Somerset County which the Foundation used to benefit the community, they included; \$22,000 for Colorectal Screenings and \$24,286 for Mammography Screening.

Because there are no private physician practices in Crisfield or the surrounding area including the communities of Marion, Westover, Rumbly, Fairmount and other small towns along Route 413 (the highway from Route 13 to Crisfield on Tangier Sound), McCready Hospital operates an outpatient center which employs two family medicine/internal medicine primary care physicians and a general surgeon. McCready also employs its own anesthesiologist.

With our physicians and visiting specialists, the hospital is able to provide care for the basic healthcare needs of local residents. There are no private general and specialty practices within 25 miles of McCready, so in order to better serve the local community, the Foundation works with visiting physicians in terms of using office space. These specialists include a podiatrist and three cardiologists, who see patients in Crisfield one to four times a month. McCready's emergency room is staffed with emergency physicians via a contract with the Emergency Service Associates Group (ESA).

Throughout the year and through a number of services, The McCready Foundation is proud to be a valued neighbor, friend and partner to Crisfield and the surrounding area. We look forward to continuing our current community based platforms and adding new programs as health care needs, technology and demographics change.



2b Describe in detail the community the organization serves.

Table Two

Community Benefits Service Area	Somerset County (primarily the southwestern zip codes of 21817, 21838, 21851)
Median HH Income within CBSA	According to 2009 U.S. Census Bureau data, the median household income for Somerset County is \$35,621
Percentage of HH's with income below the federal poverty guidelines within the CBSA	In 2009 the U.S. Census Bureau estimates that 24% of Somerset County residents live below the Federal poverty level.
Estimated percentage of uninsured people by County within the CBSA.	17% of Somerset County residents between the ages of 18 and 64 are uninsured according to the County Health Rankings conducted by the Univ. of Wisconsin.
Percentage of Medicaid recipients by County with CBSA	Approximately 16% of Somerset County residents are Medicaid recipients.
Life Expectancy by County within the CBSA	The average life expectancy in Somerset County is 74.7 yrs compared to a life expectancy found in the State of 78.6 yrs
Mortality Rates by County within the CBSA	Somerset County's mortality rate in 2009 was 1044 per 100,000 or about 1%.
Access to healthy foods, quality of housing and transportation within the CBSA.	Two grocery stores serve McCready's CBSA offering residents access to fresh foods. Only one fast food restaurant is available in the CBSA. Housing is relatively affordable. Transportation remains an issue as limited public transportation is available in the CBSA.

II. Community Health Needs Assessment

The McCready Foundation will conduct a "Community Needs Assessment" in Fiscal Year 2012 or 2013 in accordance with the Patient Protection and Affordable Care Act.

III. Community Benefits Administration

a. Does your hospital have a CB strategic plan?

Yes

No

b. What stakeholders in the hospital are involved in your hospital community benefit process/structure to implement and deliver community benefits activities?

i. Senior Leadership

1. CEO

2. CFO

3. Other (Pulmonary, Rehabilitation, Laboratory and Business Office)

ii. Clinical Leadership

1. Physician

2. Nurse

3. Social Worker

4. Other (Respiratory techs, physical, occupational and speech therapist)

iii. Community Benefit Department/Team

1. Individual (Shane Kelley, Marketing Director)

2. _____ Committee (please list members)

3. _____ Other (please specify)

c. is there an internal audit of the Community Benefits report?

Spreadsheet yes no

Narrative yes no

d. Does the hospital's Board review and approve the completed FY Community Benefit report that is submitted to the HSCRC?

Spreadsheet yes no

Narrative yes no

IV. Hospital Community Benefit Program and Initiatives

Identified Need	Hospital Initiative	Primary objective of the Initiative	Single or Multi year time period	Key Partners in Initiative	Eval Dates	Outcomes	Continuation of Initiative
Poverty among residents in CBSA	Medically indigent citizens	Prevent incidents of breast and colon cancers in Somerset Co (underserved residents)	Single year Fiscal 2011	Somerset County Health Dept/ Somerset Co.	7/1/2010-6/30/2011	Served 195 residents in CBSA	Will continue program next Fiscal Year
Poverty among residents in CBSA	Personal Care	Provide in-home care for CBSA residents who cannot leave home	Single year Fiscal 2011	Somerset County Health Dept/ Somerset Co.	7/1/2010-6/30/2011	Personal Care coordinator saw 104 people in their homes throughout year	Will continue program next Fiscal Year
Train future Doctors, therapists	Teaching Program	Provide training to area students. Encourage talent to stay local after graduation.	Single Year Fiscal 2011	N/A	7/1/2010-6/30/2011	Taught, monitored 11 students	Will continue program next Fiscal Year
Preventative Care	Flu Shot Drive	Prevent spread of Flu in CBSA	Single Year Fiscal 2011	N/A	7/1/2010-6/30/2011	Issued 273 flu shots	Will continue program next Fiscal Year

V. Physicians

The McCready Foundation is a primary care facility. We offer state-of-the-art primary care through our outpatient and rehabilitation centers. When we are unable to provide a patient with the level of care they require we discharge that patient to a facility, most often Peninsula Regional Medical Center, who can treat that patient's tertiary medical needs.

The McCready Foundation does not provide subsidies.

VI. Appendices

1. Charity Care

McCready Memorial Hospital posts its financial assistance/charity care policy along with necessary contact information in all patient care/registration areas. Upon admission, each patient also receives the same information about the program. Patients whom are uninsured or underinsured receive assistance with determining eligibility for governmental programs or the hospital's financial assistance program through one-on-one financial counseling, including assistance in filling out all necessary paperwork. In addition, self-pay patients whose balances remain unpaid after three consecutive billing cycles receive a financial assistance application with instructions and contact information in their final statement before being sent to collections. Every effort is made to try to identify and assist patients in receiving the financial assistance they need.

2. Mission, Vision, Value Statement

Our Mission:

"We are working to build a healthy community, one person at a time."

Our Vision:

McCready Foundation is a community organization providing high-quality, coordinated health care services; focusing on prevention, diagnosis, treatment, rehabilitation and long-term care.

Our Values:

We maintain the highest standards in providing effective, efficient and compassionate services either directly or through coordinated efforts with other local and regional healthcare providers.

McCready embodies the description “community” hospital in every sense of the word. We are located in the heart of a rural, somewhat isolated area where high-paying jobs are scarce and per-capita income is modest at best.

Nevertheless, each day our health-care team strives to provide appropriate care to those in need of hospital services, regardless of a person’s ability to pay. The McCready staff also strives to identify and address community needs on an ongoing basis.

Everything we do – providing acute, emergency, health-maintenance and elder care – is specifically geared with our hard-working neighbors always in mind. They and their families have counted on us for nearly nine decades.

We concentrate on the delivery of primary health care, and most of our resources are dedicated to that end. This focus has enabled us to embrace and carry out our mission of: “building a healthy community, one person at a time.” It is a true reflection of our vision and values.