St. Joseph Regional Health Network provided Impact Initiative funding to nine local organizations in 2012 as part of the Reading Youth Violence Prevention (RYVP) program, a collaborative group of more than 150 local organizations working toward preventing and reducing youth violence in the City of Reading.

The funding, which was made possible by a $1 million project grant to St. Joseph from its parent organization, Catholic Health Initiatives, was awarded to agencies that clearly advance the goals of the RYVP program, said Camille Stock, Interim Vice President, Development at St. Joseph. “We’ve awarded nine Impact Initiatives with the objective of having each grantee work through an area of the blueprint,” Stock said.

Completed and released in May 2011, the RYVP Blueprint for Action includes plans for mentoring, tutoring, community engagement and increased communication with youth, all aimed at reducing the level of violence in Reading.

The RYVP program was initiated by St. Joseph’s in 2009, when it received a planning grant from Catholic Health Initiatives. Working with Prevention Institute, a nationally known non-profit organization, RYVP coalition members identified factors that can predict and prevent youth violence, established goals for preventing youth violence in Reading and outlined strategies for implementing its Blueprint for Action.
Dear Friends:

St. Joseph Regional Health Network has consistently fulfilled its responsibility to the community, not only by providing high quality medical care on a cost effective basis, but also by committing resources year after year to a variety of programs and services that benefit the community through education, prevention and support. Thank you for taking time to read this Community Benefit report to learn about the role we play in working with many different organizations in Berks County to address issues that impact the quality of life for all in our community.

Over the past six months, St. Joseph participated in a Community Health Needs Assessment to analyze the entire Berks Community to determine unmet health needs. The report was mandated by the 2010 Affordable Care Act and St. Joe’s was one of four member organizations coordinating the assessment. The report’s findings largely confirmed what we understood to be some of the more significant issues the community is facing. It will serve as a guide as we continue to pursue community collaborations with organizations such as we are doing with our Creating a Healthier Community Initiative. A multi-year effort, the Creating a Healthier Community Initiative further augments St. Joseph’s approach by addressing at-risk populations that were called out in the report, particularly the growing number of diabetics, the need to reduce obesity and the need for increased prenatal care.

St. Joseph also has provided or secured more than $2 million to address some of the community’s biggest challenges, including youth violence, a problem so prevalent that our state’s governor and both of our United States Senators attended a summit in Reading this year to address violent crime. The Reading Youth Violence Prevention group we founded and funded is an ideal example of how experts in the community can plan together to pursue projects that can make a difference. You will also read about our commitment at the St. Joseph Downtown Reading campus to provide accessible primary care and outpatient health services. The campus has been upheld as a model of urban healthcare and you will learn how we are preparing for the future by building a disease treatment and prevention model of care known as Patient Centered Medical Home. Also, you’ll read about our partnership with a state program to meet the health needs in the farming areas of our county.

In terms of environmental health, you will read about how our own employees are plugged into going “green” and have increased recycling here to more than 210 tons of waste a year. This employee-initiated project has won national awards and is a tribute to the spirit and the commitment of our staff to creating a healthier community. Not only is this environmentally sound approach good for the Earth, it also helps St. Joseph to become more efficient, which directly affects our larger goal of providing quality care in as cost efficient manner as possible.

Looking ahead, St. Joseph will continue to collaborate with others to address the issues that will improve the health – body, mind and spirit – of our community just as we have done for the past 140 years.

John R. Morahan
President and Chief Executive Officer
The Reading Youth Violence Prevention program's Blueprint for Action plan can be viewed in its entirety at www.thefutureofhealthcare.org/inc/pdf/RYVP-blueprint-for-action.pdf.

Youth Violence Prevention Program

The program has a goal of reducing incidents of youth-on-youth violence in the City of Reading by five percent by 2014.

While it’s too early to know if the initiative is on target for meeting that goal, there are other indicators that the project has been, and will continue to be successful. The *Blueprint for Action* has generated funding from additional sources, Stock said, increasing revenues available for moving the project forward.

And, there has been an extremely high level of collaboration and cooperation among RYVP program participants.

“Dollars are important,” Stock said. “But, when people come together and work together as they have with this project, great things happen.”

Program participants represent a wide and diverse group of organizations including city and county service agencies, faith-based groups, community-based groups and schools and colleges.

Laura M. Welliver, RYVP coordinator, said that while the project is advancing, the entire community will need to support the effort.

“This is a huge undertaking,” Welliver said. “It’s going to require the whole community to work together and collaborate in whatever ways we can.”

In 2013, the RYVP program will focus on violence prevention in the Northeast section of the City of Reading, which is home to four elementary schools, a middle school, an intermediate high school and Reading Senior High.

“If we can be successful there, we can replicate our efforts in other areas of the City,” Stock said.

For more information on RYVP, visit www.thefutureofhealthcare.org and click on our YouTube channel to hear Laura Welliver give more detailed information about this program.
As St. Joseph Regional Health Network focuses its efforts on increasing health-care value, it is developing a preventative, population-based approach to care on its Downtown Reading Campus. The approach will improve patient communication, provide more support so chronically ill patients can better manage their conditions, and improve St. Joe’s collaboration with other providers.

This new care model is called Patient Centered Medical Home (PCMH) and holds great promise for improving patient outcomes and satisfaction and for lowering costs of healthcare delivery.

Under the PCMH model, a team of primary care providers coordinates all of a patient’s care, including management of chronic conditions, visits to specialists and hospital admissions.

“We are seeing a fundamental shift in the way health care is delivered, and we are redesigning our methods of care through the use of various tools and approaches,” said Dr. Howard Davis, Vice President of Medical Affairs and Chief Medical Officer. “It’s an ongoing process that will take some time to be fully implemented.”

The PCMH focuses on primary care and seeks to catch treatable conditions early before they become acute and more difficult and expensive to treat. PCMH employs innovative approaches to patient care in a number of ways, including:

• Shared medical appointments. Patients with the same condition, such as diabetes, meet with a health care provider as a group. This has proven successful, Dr. Davis said, because patients tend to hold each other accountable for self-care, and provide encouragement and support for one another.

• Care teams. Instead of matching one patient with one doctor, a group of providers including physicians, nurses, nutritionists, therapists, licensed social workers and others team up to offer care that meets the exact needs of the patient.

• Electronic medical records (EMR) and data analysis enable St. Joseph staff to better understand the health profile of the patient population. With this information, preventive measures can keep well patients well, and disease management techniques can improve chronically ill patients’ health status. The EMR also offers seamless transition of patient information.

• Creation of a patient portal, which is an online tool that enables patients to communicate with health care providers and access educational and other materials over the Internet. This is an important tool in preventative care, as a patient can notify a provider virtually any time about a potential problem.

• Standardization and protocols, such as standing orders, establish procedures which can be employed in specific situations in order to save time and money and improve care.

• Patient satisfaction. Care must be accessible and delivered to patients in a manner that is culturally and educationally appropriate, meeting the particular needs of each patient.

Dr. Davis also notes that the PCMH model also will help reduce inappropriate emergency room use and decrease hospital admissions and readmissions. He said the hospital plans to apply to the National Committee on Quality Insurance for PCMH certification sometime this year.

Health care facilities are not required to implement PCMH, he added, but doing so is a “win-win” model of care.

“This approach leads to better care, better compliance with doctors’ orders and better results,” explained Dr. Davis and, ultimately, “that means happier and healthier patients.”
St. Joseph Downtown Reading Campus
Considered a Model for Urban Healthcare

St. Joseph’s Downtown Reading Campus works to meet the needs of the community by providing a wide range of services for city residents.

“This is a very busy place,” said Vice President of Medical Affairs, Dr. Howard Davis. “We have 15,000 active patients, and more than 230,000 total patient encounters a year.”

The Downtown Campus serves as a “one-stop” outpatient health care facility with more than 20 departments, support services and community partners.

Primary care clinics at the Downtown Campus are available for:
- Women’s Care
- Pediatrics
- Family practice
- Dental
- Family practice residency

Other services, offered either directly by St. Joseph’s or through community partner tenants include:
- Center for advanced wound care
- Hyperbaric medicine
- Diabetes management program
- Diagnostic radiology services
- Occupational and physical therapy
- Medical laboratory
- Adult day care
- Behavioral health services
- Community pharmacy and medical equipment store
- Private physician practices
- Specialty clinics, including Allergy, ENT, GI, Hepatitis C, Podiatry, Orthopedics, Neurology, Rheumatology, Surgical and Urology
- VA clinic
- Ages and Stages, providing development assessments for children ages 5 months to 5 years
- Langan Allied Health Academy to train students for health care-related jobs

The St. Joseph Medical Center Foundation launched the Creating a Healthier Community Initiative with funding of $726,000 to fund diabetes and obesity care, pre-natal care for underserved women at its Downtown Reading Campus, and to support a new community wide program that creatively integrates running and exercise to teach life lessons to younger girls. The initiative further augments St. Joseph’s approach to addressing pre-existing health and social problems in the Berks Community, which were further emphasized in a Community Health Needs Assessment in which St. Joseph participated and was released in early February. The initiatives are designed to meet the unique linguistic and cultural needs of the Hispanic and Latino at-risk populations.

Partners in these activities include Penn National Gaming Foundation, Berks Encore, Opportunity House, The Hispanic Center, Community Prevention Partnership, YMCA, Berks Women in Crisis and Girls on The Run of Berks County.

Give Kids a Smile

For the past 14 years, St. Joseph has collaborated with the Keystone Farmworker Program, the Berks-Schuykill Dental Hygienists’ Association, the Berks County Dental Society, and individual private practice dental professionals to provide a Children’s Dental Clinic. The clinic cares for children with serious dental diseases who have “fallen through the cracks.” A majority of those clinic patients are low income, minority children, including farm-worker children. To date, more than 2000 children have been supported with dental care. The clinic will be held the on the remaining dates in 2013: March 16, April 20, May 11 and June 8.

Left to right: Camille Stock, Interim Vice President, St. Joseph Medical Center Foundation; Kim Rivera, Founder, Girls on the Run; Michael Toledo, Executive Director, Centro Hispano Daniel Torres; Eric Schippers, Senior Vice President, Public Affairs, Penn National Gaming, Inc.; Melissa Guardacio, mom-to-be, Centering Pregnancy class participant; John Morahan, St. Joseph President, CEO; Barbara Werner, Director of Community Health Services, Community Prevention Partnership of Berks County; Christine Gilfillan, Assistant Director, Berks Women in Crisis; and Michele Richards, Chair, St. Joseph Foundation Board of Directors.
St. Joseph staff takes care of the Earth

While St. Joseph Regional Health Network is committed to providing excellent health care for patients, it also is widely recognized for outstanding environmental achievements that establish the medical center as a community leader in conservation efforts.

The medical center in 2012 received a “Partner for Change Award – with Distinction,” from Practice Greenhealth, a national organization for health care facilities that work toward environmentally responsible operations.

Practice Greenhealth has recognized St. Joe’s for its achievements in waste reduction and pollution prevention. It is the third year the medical center was honored for its success in reducing waste through recycling.

The medical center also has been recognized for eliminating the use of mercury in its facilities.

Hospital employees have embraced a program in which they recycle glass, plastic, aluminum and tin cans, cardboard, blue wrap, printer and fax cartridges, eyeglasses and cell phones. Clearly marked bins in the cafeteria enable employees to easily sort recyclables from their lunch trays.

Their efforts result in a savings of more than 210 tons of waste from being placed in landfills each year.

That, said Anna Gilmore Hall, executive director of Practice Greenhealth, is a real success story.

“St. Joseph Regional Health Network is a successful model of how health facilities can develop and implement pollution prevention programs to greatly improve the health of their patients, staff and community,” Gilmore Hall said.

Hospital President and Chief Executive Officer John R. Morahan said the medical center has worked hard to reduce its environmental impact, and that Greenhealth’s recognition of those efforts confirmed that the hospital is on the right track.

“We are excited, affirmed and pleased to have our efforts recognized by this prestigious healthcare organization,” Morahan said upon receipt of the award.

In 2008 St. Joseph Regional Health Network was recognized for its efforts to eliminate the use of mercury in its medical facilities with Greenhealth’s Making Medicine Mercury-Free Award. While mercury was traditionally a necessary component of health care operations, it created health and environmental concerns that medical center staff was determined to address.

Led by Joyce Graham, RN JD, Corporate Responsibility Officer for St. Joseph’s Regional Health Network, the medical center formed a Mercury-Free team that created standards exceeding established guidelines.

Safer, cost-effective alternatives to mercury were identified and implemented into hospital operations, resulting in an environment that is healthier for patients and staff, Graham said.

Other efforts to improve the medical center’s environmental health include a presentation by the hospital’s “green team” during every new employee orientation, and a program that provides a reusable, thermal mug for every employee. It’s estimated that the mugs have resulted in the use of nearly 90,000 fewer disposable cups over a three-year period.

And, a campaign to reduce energy use by turning off lights, computers, printers and other equipment when not in use resulted in a cost savings of nearly $25,000 during the first six months, saving more than 510,000 kilowatt hours.

For more information on the St. Joseph Green Team, visit www.thefutureofhealthcare.org and click on our YouTube channel to hear a brief interview with Joyce Graham.
State Farmworkers Program and St. Joseph Partner to Aid Seasonal and Migrant Laborers to Achieve a Healthier Community

Living in the shadows of Berks County are seasonal farm workers who come here hoping to make better lives for themselves and their families. They work in mushroom houses, on farms and in orchards. They pick strawberries, plant Christmas trees and process turkeys.

According to the National Center for Farmworker Health, approximately 44,000 migrant and seasonal farm workers live and work in Pennsylvania. Nationally, there are more than 3 million of these workers.

While we rely on the efforts of migrant and seasonal workers, we often overlook the hardships they face. This group of farm workers tends to be poor, with very limited education.

Some have work visas, while others are undocumented. Many travel between the United States and Mexico or Central America, returning to Berks County year after year for work. They are transient, and very few have access to adequate medical care.

Enter Selina Zygmunt, regional manager of Keystone Health Center’s Farmworker Program, which is housed within St. Joseph Regional Health Network’s Downtown Reading Campus.

Zygmunt oversees and administers a partnership between St. Joe’s and the Farmworker Program. With the help of St. Joseph’s family practice residents, the program provides immunizations, health screenings, a dental program, educational programs and other services to migrant and seasonal farm workers.

The result of these medical interventions, Zygmunt said, is a healthier community overall.

“It can be challenging to reach these workers, but when we are able to locate them they are very appreciative for our services,” she said. “For some of them, their only access to medical care is when they are in the United States and see a doctor from St. Joe’s.”

Dr. Pamela Q. Taffera, St. Joseph’s Assistant Program Director, Family Practice Residency Program, said that providing medical services to farm workers not only benefits patients, but also the residents and medical students who offer them care.

“The Keystone Migrant Farmworkers program is an invaluable experience for our residents and students,” Taffera said. “These visits offer our young doctors-in-training cultural insights into the lifestyle and needs of our migrant farm workers and other cultures.”

St. Joseph residents and Farmworker Program representatives seek out farm workers at their place of employment to provide immunization clinics or other services, sometimes serving 50 or 60 workers in one night. If they can’t reach them at work, they set up health screenings throughout the community and spread the word for workers to come.

“We try to reach them wherever they are,” Zygmunt said. “We need to build up a level of trust with these workers so that we’re able to help them. When we do establish that trust, we become almost like their family.”

St. Joseph residents enjoy being with their patients and enjoy learning about the Latino culture and testing out their Spanish speaking abilities.

“The residents are just wonderful,” Zygmunt said. “It becomes a social occasion when the doctors come out on location and share an interest in the workers as their patients. It makes the patients feel great.”

The relationship between caregivers and patients, Taffera said, is very special.

“It is a very spiritual experience,” said Taffera, who visited the farms when she was a St. Joe’s resident. “I fondly reflect on my trips to the migrant farm houses during my residency. They demonstrate the true Ignatian spirit of ‘men and women for others.’ “

**Poverty, lack of education plagues farm workers**

- More than 3 million migrant and seasonal farm workers live and work in the United States, with approximately 44,000 in Pennsylvania.
- Seventy-five percent of migrant and seasonal farmworkers in the United States were born in Mexico.
- Their average age is 31.
- On average, these workers have lived in the U.S. for 10 years.
- More than 75 percent earn less than $10,000 a year, with average earnings of about $6 an hour.
- Despite the low wages, less than one percent received cash assistance welfare or Temporary Assistance to Needy Families funding.
- The great majority of these farm workers have no health insurance.
- The median level of education of workers is sixth grade, with 20 percent having completed less than three years of education.
- Nearly 85 percent of these workers nationwide report difficulty reading and understanding written information, even when presented in their own language.

Statistics from the National Agricultural Workers Survey, the National Center for Farmworker Health, 2007.
St. Joseph Regional Health Network
Community Benefits Summary
Fiscal Year 2012

Benefits for the Poor:
- Cost of charity care provided: $725,513 (1,215 persons)
- Unpaid cost of Medicaid: $4,774,044 (68,919 persons)
  - Community Building Activities: $7,411 (21,250 persons)
  - Community Health Improvement Services: $14,568 (74 persons)
  - Financial and in-kind donations: $10,045 (24,094 persons)
- Total quantifiable benefits for the poor: $5,531,581 (115,552 persons)

Benefits For the Broader Community:
- Community Benefit Operations: $3,496 (250)
- Community Building Activities: $2,760 (1,332)
- Community Health Improvement Services: $37,920 (3,725)
- Financial and in-kind donations: $126,137 (583,750)
- Health Professions Education: $134,432 (147)
- Subsidized Health Services: $0 (0)
- Research: $167 (30)
- Total quantifiable benefits for the broader community: $304,912 (589,234)

Total Quantifiable Community Benefits: $5,836,493 (704,786)

Unpaid costs of Medicare and other senior programs: $4,474,467 (70,778)

Total Cost of Community Benefit and unpaid costs of Medicare: $10,310,960 (775,564)

Financial information related to Community Benefit at St. Joseph Regional Health Network is separated into two important components. The first reflects Community Benefit specifically for people who are of low income and/or have no health insurance. The second reflects Community Benefit delivered to the broader community. These two elements are totaled, then uncompensated Medicare costs are added. The result represents St. Joseph’s total investment in Community Benefit programs and services for this year.

St. Joseph Regional Health Network is affiliated with Catholic Health Initiatives (CHI), a national nonprofit health system with headquarters in Englewood, Colorado. The faith-based system operates in 18 states and includes 80 hospitals; 40 long-term care, assisted- and residential-living facilities; two community health-services organizations; two accredited nursing colleges; and home health agencies. In fiscal year 2012, CHI provided more than $715 million in charity care and community benefit, including services for the poor, free clinics, education and research. With total annual revenues of more than $10.7 billion and approximately 86,000 employees, CHI ranks as the nation’s second-largest faith-based health system.

St. Joseph Regional Health Network is a not-for-profit, tax-exempt hospital with 1566 employees and is the 8th largest employer in Berks County. Founded in 1873 by the Sisters of St. Francis, the medical center provides a full-range of outpatient and inpatient diagnostic, medical and surgical services to Berks County’s 410,000 residents. The medical center also is widely recognized for its innovations in cardiology, pulmonary, vascular, oncology, orthopedic, wound care, general surgery, stroke care, and women’s services.

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St. Joseph Regional Health Network
P.O. Box 316, Reading, PA 19603
2500 Bernville Road (Route 183), Reading
St. Joseph Downtown Reading Campus
6th and Walnut Streets, Reading, PA 19603
www.thefutureofhealthcare.org
610-378-2000

To read the Community Health Needs Assessment Report visit www.thefutureofhealthcare.org.

Fully accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Additional information on the medical center can be accessed through its website at www.thefutureofhealthcare.org.