



Community Benefit Report 2014

Serving and strengthening our communities

\$639.2 million total community benefit

Novant Health is pleased to share our Community Benefit Report 2014. This annual overview provides a closer look at the many activities and programs carried out to improve community health that extend beyond patient care.

Novant Health remains steadfast to our mission to improve the health of our communities, one person at a time. This statement has guided us as we have grown into a network of more than 1,200 physicians and 25,000 team members who make healthcare remarkable at nearly 500 locations, including 14 medical centers and hundreds of outpatient facilities and physician clinics. Headquartered in Winston-Salem, North Carolina, Novant Health serves more than 4 million patients annually in North Carolina, Virginia, Georgia and South Carolina.

As a not-for-profit healthcare system, we exist to serve communities by providing excellent healthcare facilities and services, physician practices, and community outreach. We also offer hundreds of programs that serve our patients and some of our communities' most vulnerable citizens. We also provide charity medical care for the uninsured, services to individuals with Medicaid coverage reimbursed at less than cost, community health education, medical services that lose money but are important for the community, support groups, outreach services, and community events and screenings. In addition, we participate in medical research, academic health programs and partnerships with a diverse group of organizations to deliver other community initiatives.

In 2014, Novant Health provided more than \$639 million in community benefit, including charity care and services.

Highlights of our charity care and discounted care policies

In addition to our quality and comprehensive categories of services, we're proud of our patient financial assistance program. We work with customers to help qualify them for public assistance, establish a reasonable payment plan, discount their bill or provide them with free care.

Charity care

Novant Health medical centers provide free care, also known as "charity care." Charity care is the amount of free or discounted care provided to patients who are unable to pay some or all of their bills. As with most financial aid programs, our charity care guidelines use the income levels set each year by the federal government to define poverty. Our eligibility threshold provides assistance to patients if their household income is at or below 300 percent of the federal poverty level. In 2014, Novant Health provided over \$135 million in direct charity care.

Discount for the uninsured

Our charity care program covers about 90 percent of all uninsured patients. For the other 10 percent who do not qualify because their incomes are above the guidelines, we offer a discount on their bill that is similar to a managed care contract discount

Catastrophic discount

Novant Health has a catastrophic benefit for patients whose balance is determined to be above their means, even if they have health insurance. With this program, a Novant Health financial counselor evaluates patients' individual situations to determine if they qualify for a discount on the remaining balance or a full write-off. Some patients have the financial means to pay their balance, but many do not and struggle to pay the larger amounts, which are becoming more common as insurance plans nationwide incorporate larger deductibles and other employee cost-sharing features.

Flexible payment plan

Novant Health also offers flexible payment plans for patients. Our financial counselors have the ability to establish a routine payment schedule for patients, with terms extending up to five years. Our counselors take many factors into consideration when setting up a patient's payment plan, such as the amount of the balance and a person's overall financial status. No interest is charged for payment plans.

Community outreach programs

Novant Health is actively engaged in an extensive array of outreach programs, many of which are designed to serve the most vulnerable and at-risk populations. In 2014, Novant Health's investments focused on improving the health of communities, and Novant Health served 2,123,263 individuals through community health service offerings (health education, screenings and support groups), professional education and other community outreach activities.

A few examples

Novant Health Forsyth Medical Center's Community Wellness and Education consists of a multidisciplinary team of health educators who provided more than 7,900 free health screenings and educated 7,600 community members in 2014. Additionally, this team partnered with local universities such as Winston-Salem State University to provide additional screenings, wellness coaching and health education programs to East Winston, a low-income community in Forsyth County.

Knowing that cancer impacts survivors physically, spiritually, financially and emotionally, and that its effects can be felt long after treatment ends, Novant Health Cancer Care started a survivor education series to address issues survivors may face. Topics cover symptom management; nutrition and exercise; financial, legal and insurance concerns; and coping strategies. All classes are free of charge.

Novant Health sports medicine providers conducted more than 4,000 ImPACT concussion tests for middle and high school student athletes and screened nearly 700 high school students registered in its annual Competitive Edge sports screening day in Union County, North Carolina. Along with the standard sports physical, students who attend the Competitive Edge sports screening day also receive baseline vestibular balance testing for concussions and electrocardiograms (EKGs). The program also instructed

nearly 600 coaches and staff at the Union County Public Schools Sports Medicine Symposium; topics included first-aid, CPR and automated external defibrillator training.

Novant Health Matthews Medical Center provides a full-service medical library for community members and local physicians. In 2014, the health library assisted more than 12,000 individuals in 251 days of operation through in-person visits, phone calls and emails. The library provided close to 600 information packets on diseases, medications and health issues in response to requests.

The Novant Health Community Care Cruiser, supported entirely by donations secured through Novant Health Foundation Presbyterian Medical Center, provides free preventive care to uninsured and disadvantaged youth in Mecklenburg and Union counties of North Carolina. The 38-foot cruiser travels to at-risk neighborhoods and has treated more than 8,200 patients, evaluated almost 5,200 children and provided more than 12,100 immunizations since its launch in November 2007. In 2014, the cruiser continued providing services to support Project LIFT, a privately financed program that aims to increase graduation rates and close achievement gaps.

Novant Health Brunswick Medical Center supported a women's and children's wellness outreach initiative that addresses childhood obesity, lactation education and smoking cessation among pregnant women, with an ultimate goal of improving priority health outcomes in Brunswick County, North Carolina.

Affiliated with Novant Health Huntersville Medical Center, the Solomon House provides free health education and referrals to community resources for those who might not have full access to healthcare in the Lake Norman, North Carolina, area. The crisis services staff is bilingual in English and Spanish. In 2014, nearly 4,000 individuals from over 450 families received crisis care services (53% Latino, 29% African-American, 15% Caucasian, 1% other). The hospital also provided more than 1,500 contact hours in prenatal, parenting, weight loss and other health education classes. Over 400 diabetic patients were cared for in collaboration with two local free clinics.

Novant Health Prince William Medical Center supported and participated in numerous community outreach events and provided free screenings and education at many of these events. In 2014, more than 300 individuals were screened for their risk of diabetes, and over 600 individuals were educated about heart health, diabetes prevention, and nutrition and weight management.

Novant Health Rowan Medical Center provided a positive impact on the health of Rowan County residents by offering free heart risk assessments, free vascular risk assessments and by participating in many health-related events that provided free screenings, education and information. Community members also benefited from the services of a registered Novant Health nurse who works at the local YMCA and leads a variety of health programs and health coaching to promote healthy living.

Novant Health Thomasville Medical Center serves as the Thomasville, North Carolina, location for the Davidson County Medical Ministries. With limited county transportation, it was becoming increasingly difficult for local residents to access the free services of Davidson Medical Ministries Clinic. The hospital partnered with the clinic to provide easier access to healthcare. The clinic hours include all day Monday and Tuesday evening, and the pharmacy clinic is open Wednesday afternoon, in addition to two administrative days.

New technology and services

Novant Health is continuously investing time, energy and resources to provide communities with remarkable care that puts the patient first in everything we do. In 2014, Novant Health continued our relentless focus on delivering a remarkable patient experience and looked for innovative ways to deliver expanded access to care, as well as easy navigation of the healthcare system. In addition to growth initiatives, Novant Health made healthcare more convenient and easier to access. Video visits allow patients to connect with their healthcare providers from the comfort of their homes or offices. Used for nonemergency health concerns, video visits work best for patients needing chronic disease management or follow-up care without a physical exam. Sixty-four providers and 20 practices are already using this tool, and those numbers will continue to grow in 2015. Telemedicine enables us to deliver high-level clinical care anywhere by connecting smaller hospitals with specialists at our major medical centers.

Through the electronic health record, Novant Health medical group physicians also offer a secure patient portal (MyChart) that gives patients direct access to their medical records online and through our mobile app. MyChart has transformed the way patients manage their healthcare, interact with their care team, schedule appointments and request prescription refills. Other Novant Health mobile applications making healthcare simpler for patients include MobileRX, which allows patients to place and refill prescriptions on their phone, and ER Wait Times, which alerts patients to the wait times at Novant Health emergency rooms.

Innovative programs have been implemented to save our patients time and energy. Hold My Place was developed to make emergency room and urgent care visits easier and more convenient. Patients can reserve an appointment time online before they leave the house, which has helped cut down on wait times. Novant Health pharmacies have added mail order home delivery as an additional convenience for patients.

Serving our communities

In summary, Novant Health is a leading healthcare organization dedicated to delivering remarkable healthcare and improving access and convenience across four states. Hospitals range from metropolitan tertiary medical centers to small, community hospitals in rural areas. Other Novant Health facilities and programs include physician practices, outpatient surgery centers, imaging centers, medical plazas and rehabilitation programs. The health of the communities we serve is our priority, and a commitment we take very seriously.