



Salem Health

community benefits report

excellence measured

2008



Salem Health

Meeting healthcare needs today and preparing the future workforce are important ways that Salem Health benefits our communities.

In 2008, 27 physicians were added to the communities' healthcare resources through the recruitment support of Salem Health—improving healthcare delivery in Salem, Keizer and surrounding communities.

These professionals were carefully recruited and hired because they are outstanding physicians.

“We successfully added to the communities' resources in primary care, including family practice, internal medicine, pediatrics and emergency medicine,” says Physician Development Specialist Patrick Devlin.

“In order for patients to see specialists sooner, we've also helped many local practices recruit several new physicians in obstetrics, gynecology, urology, nephrology, dermatology, pulmonology and orthopedic

surgery. And by our recruiting another bariatric surgeon to the region, patients now have better access to a more comprehensive weight-loss surgery program,” Devlin adds.

“In addition, we brought in specialists to start new programs at Salem Health,” says Devlin. “Dr. Ahmed Ebeid, former medical director of the New England Pain Institute, was recruited to start Salem Health's Comprehensive Pain Center. This new resource will have a profound effect on the lives of people in our community with chronic pain.

“Good access to healthcare is directly related to the number of physicians we have, so a 6 percent increase in physicians this year will definitely be felt by the community,” adds Devlin.



Norm Gruber
President and CEO

Iam pleased to introduce Salem Health's 2008 community benefits report. In the next pages, you'll learn some of what Salem Health is doing—in addition to caring for you and your neighbors at our hospitals and clinics—to improve the health and well-being of the communities we serve.

Two years ago, Salem Health supported legislation requiring all Oregon hospitals to report community benefits to the state, as a way to promote accountability and transparency. These community benefits are programs or services provided by hospitals, at a financial loss, to improve access to healthcare services or enhance community health.

As a not-for-profit, tax-exempt healthcare system, we think you deserve to know what we're doing to improve community health. Many of these efforts work to reduce the cost of healthcare, by helping

Preparing the next generation of healthcare professionals is also an important service to the community and one that the Career Exploration Program at Salem Hospital and West Valley Hospital takes seriously. Exploring and experiencing the world of healthcare is an important element of the program. “We are one of the few hospitals with a ‘pre-professional’ program, and it’s very popular,” says Earlene Naylor, Volunteer Services manager. “Teaming with the hospital and the staff, we coordinate with local high school health occupations programs to provide team internships. More than 1,000 students come through our program yearly to see what it’s like to work as a healthcare professional.



“We realize that every student who decides to join the field of healthcare will literally touch thousands of lives, and this is something we take very seriously,” says Naylor. “By working with students, we can play a key role in building tomorrow’s healthcare workforce.”



The Career Exploration Program includes a Student Volunteer program, a Practicum/Internship program and a Professional program for students currently enrolled in clinical programs. “We are a great educational resource,” Naylor says, “and we believe we have a responsibility to help develop the next generation of compassionate, ethical healthcare professionals.”



With a keen eye on the present and a clear vision for the future, Salem Health is dedicated to hiring the best—now and always.

people prevent health problems and get treatment early, before smaller problems become emergencies. That’s why we began providing this report three years before it was required, and why we report to you, as well as to the legislature.

As always, we welcome your thoughts. If you have questions or comments, please contact our community relations department by phone at 503-561-5269 or by e-mail at cr@salemhospital.org.

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The safe birth of a child goes beyond the issue of medical coverage—every child born into our community deserves the finest care, regardless of circumstance. The Salem Hospital Family Birth Center Clinic was developed to serve the high-risk, low-income and uninsured mothers who would otherwise have no other access to medical care.



Years ago an average of 12 women walked into the Family Birth Center each month for delivery having had no prenatal care. So in 2004 Salem Hospital hired the first of six highly trained physicians to roll out a cutting-edge Obstetrics (OB) Hospitalist program. Now the number of these drop-ins has decreased significantly, and for the few still presenting with no prenatal care there are skilled professionals ready to help.



“Many of these women have had no access to care, so when they arrive for delivery our staff has to work quickly to assess the situation,” says Becky Fisher, OB clinic manager. “Having an OB hospitalist here at all times means that every woman who comes to the Family Birth Center gets immediate attention from an experienced obstetrician.” OB hospitalists also support private-practice OB/GYNs by assisting with C-sections and managing emergencies until the patient’s physician can get to the hospital.

“This will be my third birth, but because I had back surgery less than a year ago and I’m carrying twins, this pregnancy is

Serving Our Communities

Beyond the walls of its hospitals, Salem Health provides a broad range of services to improve the health and the well-being of the people and the communities we serve. The following are just a few examples of how we benefit our communities.

Supporting local events and groups

Through sponsorships, Salem Health supports local fundraising efforts, such as the Relay for Life, Healthy Kids Day and Play for the Cure.

considered high risk. The Family Birth Center Clinic has been really amazing. I just call and explain what is going on, and one of the OB hospitalists can see me right away. Having quick and easy access to experienced obstetricians without having to check into the hospital has really eased the stress of my complicated pregnancy.”

—Esperanza Franco, 25

Diabetes is another risk to babies and mothers. Unchecked diabetes during pregnancy can result in very large babies who may have to be delivered surgically and often require the Neonatal Intensive Care Unit. The clinic now has a bilingual educator as part of its diabetes team, who provides education about the disease early in a pregnancy—improving the health of the mother and the baby and drastically lowering medical expenses.

“By making simple lifestyle changes, women who might otherwise come in as high-risk deliveries can now deliver naturally and take home a healthy baby,” says Diabetes Educator Fara Oporta. “It’s amazing what prenatal education can do.”

Salem Hospital Auxiliary

The members of the Salem Hospital auxiliary provide much-needed support by funding scholarships, volunteering as hospital ambassadors at community events and raising money for various hospital programs.

The auxiliary may be most visible for its fundraising sales of items such as jewelry, candy and books. These efforts raise more than \$30,000 each year, which goes directly back to the community in scholarships for students and hospital staff.

“We’re always looking for new projects to embrace, and this year we adopted the Salem Cancer Institute,” says Auxiliary President Barbi Ashwill. Auxiliary members put on a community Valentine’s Ball that raised \$5,000 for the cancer institute. “I’m so proud of the hardworking members of the auxiliary—they have hearts as big as all outdoors.”

Donating space to make healthcare more available

Several not-for-profit organizations use free or reduced-cost space owned by Salem Health, which allows more of those organizations’ resources to be devoted to providing health and social services that otherwise would not be available.

Connecting emergency patients with specialists

We reimburse specialty physicians who see patients in the emergency department who are uninsured or underinsured.

Supporting ongoing heart health

Patients who have had heart procedures can participate in a monitored physical exercise and educational program to help them make the necessary lifestyle changes for a healthy heart and to develop a safe and effective home exercise program.

West Valley Hospital

Working in partnership with Salem Hospital, West Valley Hospital is able to bring top medical services to the region's rural population. With its facility, staff and volunteers, West Valley Hospital is also poised to become one of the most influential resources for health education in the area.

“In addition to being our community's hospital, we want to be a resource for information and education on early detection and preventive health,” says Elisa Bledsoe, chairperson of Community Outreach at West Valley Hospital. “Providing health education to the community seems like a natural extension of what we do.”



West Valley Hospital also continues to grow, providing even more services to the community. Believing that access to top-notch medical care should not depend on where you live, Salem Health has brought four new physicians to Polk County in just the past two years. The newest physician in Monmouth, family practitioner Charles P. Essex, MD, is excited about the educational aspects of being involved with West Valley Hospital. “I want to encourage the younger population to think about their health,” says Dr. Essex. “There are so many things you can do to prevent problems if you take time to learn about them.”



Educating people about health conditions

Through classes and outreach programs in our various communities, Salem Health addresses health education needs and promotes healthy lifestyles.

Sponsoring support groups

We run several support groups on topics such as breastfeeding and grief. We also provide space, as available, for other support groups to meet at our facilities at no cost.

Conducting screenings to detect the early onset of illness and disease

Salem Health offers free or reduced-cost blood pressure, cholesterol and other screenings in our hospitals and in various communities.

Salem Health Financials

Unreimbursed Costs

Every year Salem Health provides needed care to individuals for which the reimbursement, if any, does not cover the cost of providing such services.

Medicare* **\$27,551,065**

Amount that the government underpaid Salem Health for providing care to Medicare patients.

Medicaid* **\$7,477,188**

Amount that the government underpaid Salem Health for providing care to Medicaid and Oregon Health Plan patients.

Bad Debt **\$13,414,740**

People who do not meet the requirements for Salem Health's charity-care policy and therefore should be able to pay for their healthcare but do not pay.

**Calculated for Salem Hospital only. West Valley Hospital is a critical-access hospital and has cost-based reimbursement for Medicare and Medicaid.*

Community Benefits

Charity Care **\$15,584,805**

Cost of treating uninsured or underinsured community members who cannot afford healthcare. Without Salem Health many of these patients would go untreated.

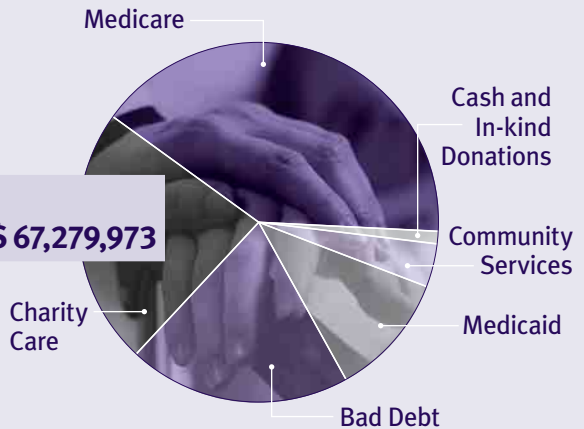
Community Services **\$2,558,220**

Includes costs of unfunded or underfunded health services that typically would not be available to the community if Salem Health did not provide them. Includes improving access to care through physician recruitment, community health education and prevention programs.

Cash and In-kind Donations **\$693,955**

Provided to community programs such as Marion County Psychiatric Crisis Center and Willamette Family Medical Center as well as various health programs and foundations.

Total Unreimbursed Costs and Community Benefits **\$ 67,279,973**



Community Asset

Salem Health is Salem's largest private employer, with more than 3,400 employees. The salaries and the benefits paid to our employees have a positive and dramatic financial impact on our local economy.

Total Salaries and Benefits Expense (includes contract labor) **\$235,967,470**

Salem Hospital Foundation and West Valley Hospital Foundation

The mission of the Salem Hospital Foundation and the West Valley Hospital Foundation is to help our communities improve overall health and wellness. We do this by providing access to new equipment, new services and new ideas as well as by facilitating better access to information, training and education.

In step with Salem Health's commitment to helping build a high-quality, dedicated healthcare workforce, the foundations have been providing scholarships to students for more than 40 years. In 2008 alone the foundations helped 81 students realize their dreams of becoming healthcare professionals. When you think about how many lives those 81 students will touch when they graduate, it's clear that scholarships are a phenomenal way that donations continue to have an impact for decades.

Stephanie Casey is the first recipient of the Sewell Family Scholarship—she's also an Olympic-caliber athlete, a medical student and a volunteer. "I'm thrilled to have been chosen as one of the recipients

of the foundation scholarship," says Stephanie. "And when I become a physician, I hope I can give back as much as others have given me."

Thanks to ongoing support of those who give to the foundations, our vision for a healthy community gets closer every day. If you'd like to give, please call 503-561-5576.



PO Box 14001
Salem, OR 97309-5014

Where Foundation Funds Were Awarded

Hospital equipment and program support	\$2,884,297
Scholarships	136,400
Staff, patient and community education	118,980
Patient assistance	63,265
Total:	\$3,202,942