



# Community Benefits Summary

FY 2018

Polk Medical Center, Inc.  
Community Benefits Summary for FY2018

**Snapshot of Community Benefit**

As a not-for-profit community, critical access hospital, Polk Medical Center provides services throughout Polk County and northern Haralson County at no cost or at a discounted cost that provide a direct benefit to the community, thus the term “Community Benefit.” In fiscal year 2018, Polk provided \$3.7 million in community benefit services. This total represents the direct cost to Polk of providing these services, and includes the following areas:

- Traditional charity care - \$1.35 million
- Unreimbursed Medicaid - \$1.10 million
- County Clinic operations - \$1,114
- Unreimbursed Medicare – (\$4.48 million)
- A percentage of bad debt attributed to individuals who cannot afford to pay for services - \$5.60 million
- Non-billed community services - \$138,133

**About Polk Medical Center**

Polk Medical Center is a 25-bed, critical access hospital accredited by The Joint Commission and leased by the Cedartown-Polk County Hospital Authority to Polk Medical Center Inc., an affiliate of Floyd Healthcare Management Inc., which operates Floyd Medical Center.

The mission of Polk Medical Center is to provide the communities we serve with a comprehensive and technologically advanced health care system committed to the delivery of care that is characterized by continually improving quality, accessibility, affordability and personal dignity. This report outlines many of the community-focused programs and services that enable us to achieve our mission and improve the health of our community.

Polk Medical Center is a significant contributor to state and local economies, generating more than \$45 million in economic activity in the state. Polk has 201 full- and part-time employees.

**Summary of Services and Benefit**

***Patient Services: Meeting the Needs of Our Community 24/7/365***

As a part of the Floyd health care system, Polk Medical Center links patients to a complete continuum of medical care to serve their healthcare needs. This includes Primary Care offices in Cedartown, Rockmart and Taylorsville; Urgent Care centers in Rockmart and

Cedartown; and associations with Floyd's inpatient and outpatient diagnostic, hospice, behavioral health and hospital services.

Through these locations, Polk is positioned to provide quality care for the citizens of Polk County and northern Haralson County, including the following medical specialties:

- Breast Health
- Cardiac Rehabilitation
- Cardiology
- Diagnostic Radiology
- Emergency Room
- Emergency Medical Services
- Family Medicine
- Hospice
- Outpatient Rehab and Sports Medicine
- Senior Enrichment Program
- Sub-acute Rehabilitation Program
- Surgery
- Wound Care
- Urgent Care

### ***Community Benefit Programs***

As a part of the Floyd family, Polk's community benefit programs are extensions of many of these services into the community and cover a broad range of activities. The following are specific to Polk County:

- Community support and mentoring programs
- CPR and first-aid classes
- Diabetes education
- Discounted or free prescription drug programs
- Emergency Medical Services at community events
- Health clinics
- Health fairs
- Health screenings
- School-based health education programs
- Sports physicals for student athletes
- Speakers for schools and civic groups

### ***Our Community's Demographics***

Polk Medical Center is committed to the health of citizens in our service area. Polk completed its most recent Community Health Needs Assessment (CHNA) in May 2016 to provide a snapshot of the health of Polk's service area. The assessment was developed in compliance with IRS 501(r) guidelines, incorporating input from community stakeholders and public health experts. The decision data used in the assessment was resourced from publicly reported aggregated health information and internally generated statistical information. The data was then extrapolated to identify the health needs of this community.

Residents of Polk, Floyd and Chattooga counties are ethnically and linguistically diverse, with wide variations in socioeconomic level. Minority and low-income residents are disproportionately affected by the social and economic context in which they live.

*Demographic Characteristics:* Racial and ethnic diversity varies across the counties with the majority of the population identifying as white, black or Hispanic.

*Poverty, Income and Employment:* Although unemployment rates are improving, industry, especially in Chattooga and Polk counties, is lagging, leading to commuter communities. Community strengths and assets include community cohesion, civic engagement and availability of neighborhood resources; however, the reach of these services is limited by a lack of awareness and funding.

*Community Awareness:* Despite the challenges noted previously, residents and stakeholders describe a "sense of community" where neighbors were "friendly," and where residents and organizations work together.

*Community Resources:* In addition to myriad neighborhood resources available — such as playgrounds, parks and community centers, and outdoor assets such as the Silver Comet and Pinhoti trails – the business community was identified by several participants as an asset.

*Social Service Resources:* There is a robust social service sector and invaluable support and services provided by non-profit, faith-based and community-based organizations. There is, however, a gap in the awareness of available services. There is general concern that there is a lack of broad-based impactful communication, transportation and general access to these services.

*Education:* Area schools and colleges are assets with good access to a quality education from preschool through college. Educational attainment across the counties varies. High school graduation rates for the three-county service area are as follows:

- Floyd County – 77%
- Chattooga County – 75%
- Polk County – 68%

The rates of residents with a bachelor's degree in the three counties are as follows:

- Floyd County – 18%
- Chattooga County – 8%
- Polk County – 12%

Statistically, black and Hispanic residents graduate at lower rates than their white and Asian counterparts. Programs such as the college and career academies have been developed in Rome, Floyd County and Polk County school systems to address the graduation rate.

### ***Summary of Community Health Needs***

By viewing the prevalence of chronic diseases in relation to indicators (e.g., poor diet and exercise) and outcomes (e.g., high rates of obesity and diabetes), causal associations emerge, allowing a better understanding of how certain community health needs may be addressed. In reviewing these alongside secondary data sources, surveys and focus groups, community health needs emerge:

- Access to health care
- Cardiovascular disease
- Mental and behavioral health
- Nutrition and Wellness

*Access to Medical Care and Prevention Services:* Access to care is a primary concern. Despite the expansion of health care coverage, financial, transportation and linguistic barriers prevent some residents from receiving care in a timely and consistent manner. A significant portion of the population does not qualify for Medicaid coverage and does not have the resources to purchase health care insurance on the federal exchange. Transportation prevents residents from getting to appointments. And, there are gaps in the awareness of available services to assist with access.

*Cardiovascular Disease:* Coronary heart disease is the most common type of heart disease, causing nearly 400,000 deaths per year and costing over \$100 billion overall in health services, medication, and lost productivity. Approximately 5.6% of adults, or 7,405 individuals aged 18 and older have been diagnosed with coronary heart disease or angina. Coronary heart disease is a leading cause of death in the United States. Contributing factors include obesity, tobacco use, high blood pressure, high cholesterol

levels and lack of physical activity. The age-adjusted death rate (per 100,000) for the report area is 241.09, indicating there are opportunities for education, awareness and programming to affect these contributing factors.

*Mental and Behavioral Health:* Mental health services are a pervasive community health need. Diagnoses range from stress and depression to attention deficit disorders and schizophrenia. Delays in mental health treatment can lead to increased morbidity and mortality, including the development of various psychiatric and physical comorbidities. In addition, it can lead to the adoption of life-threatening and life-altering self-treatments that can lead to substance abuse.

*Nutrition and Wellness:* Good nutrition is vital to good health, disease prevention and the healthy growth and development of children and adolescents. A lack of access to healthy foods is a barrier to healthy eating habits, and low-income and underserved areas often have limited access to healthy foods. In addition, people living farther away from grocery stores are less likely to have access to healthy food options, and thus, are more likely to consume less healthy, more convenient food options. This is exacerbated in the summer months when children do not have daily access to school breakfast and lunch programs. In the primary service area 54.6% of the population has moderate access to healthy foods, and 12.46% of the low-income population has low access to healthy food. An estimated 57,524, or 80.8%, of adults over the age of 18 are consuming less than five servings of fruits and vegetables each day. Of consideration is that 65.9% of the population has easy access to fast-food establishments. This combination provides a relevant indicator of current and future health as unhealthy eating habits may cause significant health issues, such as obesity and diabetes.

### ***An Entire System Working Together***

Access to care, cardiovascular disease, mental health services and healthy nutrition are significant concerns. The distribution of behaviors and health outcomes consistently follow social and economic patterns. Furthermore, some barriers to accessing care prevent current programs and initiatives from reaching the populations in need. These challenges present important opportunities for the future. As the Floyd health system moves forward as an integrated community of health care, social service and community leadership, the organization can leverage community assets to improve the health of residents in Polk, Floyd and Chattooga counties. The following community health needs identified by the Floyd health care system will serve as the guide for this implementation plan.

### *Access to Medical Care Identified Resources*

- *Polk Medical Center:* The critical access hospital annually provides more than \$1 million in free medical services to uninsured and underinsured patients. As the region's critical access provider, Polk offers emergency care to patients regardless of their ability to pay. In addition, Polk offers discounted medical services including financial counseling and indigent prescriptions.
- *Mobile Mammography Coach:* The Mobile Mammography Coach travels to businesses, industries and medical practices throughout Polk County to provide onsite screening mammography. Mammography scholarships are available to qualifying individuals through Floyd Healthcare Foundation.
- *Health care at school:* The Floyd health care system manages the school nurse program in Polk County, which includes 10 nurses reaching nearly 7,000 students. In addition, the Floyd system has placed athletic trainers in both Cedartown High School and Rockmart High School, providing care on the sidelines and in schools to athletes in every competitive sport offered. Also, Floyd Family Medicine Residency program works with our Sports Medicine staff to provide athletic physicals for student athletes throughout the area.

### *Cardiovascular Disease Management Identified Resources*

- *Corporate Health:* Floyd Corporate Health works with business and industry to develop and hardwire corporate wellness programs specific to the needs of each industry. This has resulted in a successful reduction of lost time and benefits cost-savings for companies in our service area.
- *Education Programs:* The Floyd health system provides numerous education programs at every level, from pre-school through senior adulthood. Our Speakers Bureau is available to provide experts to speak about health, safety and resources available to the community.
- *Patient Centered Medical Home:* The Floyd Primary Care network, which has physician offices in Floyd, Polk and Chattooga counties as well as locations in the secondary service area, which includes Bartow and Gordon counties in Georgia and Cherokee County, Alabama, follows the Patient Centered Medical Home philosophy, providing more intensive disease management to patients.
- *Medicaid Shared Savings Plan Accountable Care Organization:* In 2016, the Accountable Care Organization of Floyd Medical Center LLC was approved to participate in the Center for Medicare and Medicaid Services' Medicare Shared Savings Program. Accountable Care Organizations are designed to follow specific Medicare patient populations some of whom are from Polk County and to help them manage chronic diseases, including cardiovascular disease and its related diseases, preventing or reducing costly readmissions and providing better outcomes for compliant patients.

- *Health Screenings:* Polk participates in health fairs organized throughout the region, providing diabetes, wound care, high blood pressure, cholesterol and many other screenings free of charge or at cost.
- *High Blood Pressure:* Polk routinely offers blood pressure screenings at health fairs, local senior centers and to community groups upon request.
- *Diabetes:* Polk routinely offers diabetes screenings at health fairs and to community groups, upon request.

#### *Mental Health Services Identified Resources*

- *Willowbrooke at Floyd:* Willowbrooke at Floyd, a 53-bed behavioral health hospital in nearby Rome, provides inpatient adult psychiatric care to patients with a range of diagnoses such as depression and substance abuse. The facility also provides Partial Hospitalization and Intensive Outpatient programs for adults with psychiatric needs and hosts weekly on-site meetings of Alcoholics Anonymous.
- *Senior Enrichment Center:* The Senior Enrichment Center at Polk Medical Center provides senior adult mental health services at the hospital. This voluntary, intensive outpatient program provides care two to four times per week for a period of two to six months and includes transportation and lunch on treatment days.

#### *Nutrition Support Identified Resources*

- *Rockmart Farmers' Market:* Polk Medical Center works with the Rockmart Farmers' Market, which aims to make fresh produce available to members of the community at a central location. WIC participants can take advantage of a one-for-two credit system enabling them to further their food dollars while bringing nutritionally better food options into their kitchens.

#### ***Providing a Helping Hand: Charity Care and Community Benefit***

Perhaps most significant is the continuing commitment of Polk Medical Center to provide comprehensive health care services to all individuals regardless of ability to pay. In FY 2018, \$3.5 million in unreimbursed care was delivered to individuals in the form of traditional charity care and through public programs and services. The value of all community benefit activities combined totaled \$3.7 million.

In Georgia, indigent care is the care provided to individuals who live in a family whose combined income falls below 125 percent of the federal poverty level for a family of a specific size. Currently, a family of four with a total annual family income of less than \$31,375 is eligible for indigent care. Patients who qualify as indigent receive their hospital services at no cost to them.

Charity care is the medical care provided to low-income patients at a discounted rate. Polk Medical Center discounts hospital charges on a sliding scale for patients whose combined family income falls between 125 percent and 325 percent of the federal poverty level for uninsured families of a specific size. The limit for insured families is 235 percent of the federal poverty level. For example, an individual living in an insured family of four with a total annual family income of \$36,450 is eligible for a discount of 80 percent.

### **Community Service**

Individually and corporately, Polk continues to be actively involved in the communities where it has a presence, lending leadership, time and other valuable resources to efforts to improve the quality of life for families in northwest Georgia and northeast Alabama.

In FY2018, the organization's outreach into the community, along with the provision of trauma and neonatal intensive care services touched more than 30,500 people through educational programs and screenings, physical examinations for athletes, childbirth classes, support groups and publications. Polk co-workers and volunteers contributed 2,193 hours to community endeavors at an expense of \$138,133.

- Polk and Floyd EMS trained cardiopulmonary resuscitation (CPR), Stop The Bleed and First Aid educators provide training to Polk employees, employees of other companies and to members of the public. In addition, Chest Pain program staff provide hands-only CPR training in the community. In FY 2018, 245 individuals received CPR and/or first aid training from Floyd staff members at a cost to the organization of \$1,279.
- Working with Willowbrooke behavioral health experts, Polk's Live Well Polk! initiative hosted two mental health-focused events in FY 2018, giving attendees and social media viewers the opportunity to learn about and interact with experts on the difficult topics of teen suicide and addiction to alcohol and opioids. Staff members devoted 100 hours to reach more than 2,200 residents and viewers at a cost of \$3,518.
- Recognizing that a significant number of individuals do not have family physicians or routinely go for annual physical examinations, Polk provides screenings and information at health fairs throughout the area. In FY 2018, 325 individuals received health information at health fairs at a cost to the organization of \$510.
- Floyd Emergency Medical Services, supplemented by other departments, is a fixture at Polk community events throughout the year, providing onsite ambulance back up, first aid stations and medical support when it is needed. In FY 2018, 15,400 people benefitted from medical care and support at community events at a cost of \$17,644 to the organization.
- Polk is heavily invested in local schools. In addition to the 7,000 students who are covered by the 10 school nurses provided in every Polk County school, Polk provides

health and safety training programs and career day speakers to students throughout the area. In FY 2018, students in every school benefitted from school-based education programs at a cost of \$1,864. In addition, Floyd Physical Therapy & Rehab supplies certified athletic trainers at both Cedartown and Rockmart high schools at a cost of \$108,302.40 in FY 2018. Working with family medicine residency physicians, these trainers also provide free sports physical examinations to student athletes throughout the three-county area.

- Polk Medical Center occasionally provides one-time discharge prescription medications to low-income uninsured patients at no cost to the patient through a local retail pharmacy. Any patients who are deemed as needing this service are under the care of a Polk Medical Center provider, including Emergency physicians, Hospitalists, Physician Assistants and Nurse Practitioners. In FY 2018, Polk Medical Center provided over \$1,874 in prescription pharmaceuticals to these low income uninsured patients.
- The Mobile Mammography Coach, operated by The Breast Center at Floyd, is equipped with state-of-the-art, digital mammography equipment and is used to reach the mostly rural and underserved areas in Polk County and in other areas in Bartow, Chattooga, Floyd and Gordon counties in Georgia as well as Cherokee County, Alabama. The coach provided 2,854 mammograms to women in our service area in fiscal year 2018. Of those, 812 patients were past due for a mammogram, 159 women had never had a mammogram before and 225 screenings revealed an abnormality that required further testing. And, 15 women were diagnosed with cancer as a result of their visit to the mobile mammography coach. The goal of this program is to reach women who have never had a mammogram, in hope of reducing the breast cancer mortality rate in our region, which is among the highest in the nation. The coach traveled 9,226 miles in FY 2018 to women in six Georgia counties and two Alabama counties to make mammography and clinical breast exams convenient for them. This program seeks to provide services and education to these women with the goal of reducing the mortality rate and improving the lives of these women and their families.
- Polk is proud of its role as a community leader and catalyst for economic development, and encourages employees to serve in workforce development, coalition building and economic development initiatives in the community. In addition, members of the Polk team are committed to the community in many other ways, volunteering with schools, churches, civic groups and professional organizations to improve every aspect of life:
  - Member, Polk County Chamber of Commerce Business Development Committee
  - Member, Polk County Chamber of Commerce Board of Directors
  - Member, Georgia Hospital Association Center for Rural Health Board of Directors
  - Member, Doc Ayers-Ray Beck Foundation Board of Directors

- Member, Faith and Deeds Community Health, Inc. Board of Directors
- Member-elect, Polk County Board of Commissioners

**Quality leader**

In 2018, Polk was recognized with the American Heart Association's Get With The Guidelines Silver Plus Quality Achievement Award for Heart Failure. The award recognizes quality improvement efforts initiated by Polk that are outlined by the American Heart Association/American College of Cardiology Foundation.

Also in 2017, Floyd EMS, which provides services in Polk County and Floyd County, was named Region 1 Service of the Year by Northwest Georgia Emergency Medical Services. Northwest Georgia Emergency Medical Services is a collaboration between the Northwest Georgia EMS Advisory Council and the Georgia Office of EMS and Trauma, Region 1, and represents 16 counties across northwest Georgia.

Polk's commitment to serving as an excellent community hospital is illustrated by the extraordinary acts of kindness and compassion that permeate our culture. We believe that it is important to always keep our values and our mission in front of us. On a daily basis, the employees of Polk Medical Center realize that each encounter is an opportunity to put our mission into action. Our commitment to our values and to high levels of employee and patient satisfaction enables a culture of high performance.

**Polk Medical Center**

**Summary of Quantifiable Benefits**

**For period from 07/01/17 through 06/30/18**

Classified as to Uninsured/Medically Indigent and Broader Community

<b>Category</b>	<b>Occasions of Service</b>	<b>Total Net Revenues</b>	<b>Total Cost</b>	<b>Offsetting Revenues</b>	<b>Net Community Benefit</b>
<b>BENEFITS FOR UNINSURED/ MEDICALLY INDIGENT</b>					
<b>I. Traditional Charity Care:</b>			1,348,842		1,348,842
<b>II. Costs of Public Programs:</b>					
A. Medicaid		5,764,207	6,869,007		1,104,800
B. Floyd County Clinic			1,114		1,114
<b>III. Community Services:</b>					
A. Nonbilled Services					
<b>IV. Bad Debt*:</b>		-	5,597,226		5,597,226
<b>BENEFITS FOR BROADER COMMUNITY</b>					
<b>I. Costs of Medicare</b>		14,329,820	9,852,332		(4,477,488)
<b>II. Community Services:</b>					
A. Nonbilled Services	30,534		138,133	-	138,133
B. Medical Education					
<b>Grand Totals:</b>					<b>3,712,627</b>

## Definitions

**Bad Debt** - Those amounts that are patient responsibilities that have been deemed uncollectable.

**Medicaid** - Medicaid is a jointly funded, Federal-State health insurance program for certain low-income and needy people. It can cover children, adults, elderly and disabled citizens.

**Medicare** - Medicare is health insurance for people ages 65 and over, along with those that have certain disabilities.

**Net Community Benefit** - The total net benefit provided to the community.

**Non-billed Services** - This category includes those services provided by Polk Medical Center and its affiliates that are outside normal patient care services. Examples include community health screenings for blood pressure, glucose, stroke, etc.; support groups; health education seminars; ambulance stand-bys for first aid treatment; and free or low-cost health education classes and programs.

**Occasions of Service** - The number of patient visits or number of people served at Polk Medical Center and its affiliates.

**Offsetting Revenues** - Cash or grants received to offset the cost of a particular program.

**Total Charges** - The total charges for patient services.

**Traditional Charity Care** - This category includes services that have been provided to patients determined to be indigent according to the federal poverty guidelines.

**Total Expenses/ Write-Offs** - Expenses are the total expenses for providing health care services. Write-offs are considered Bad Debts and Allowances. Bad Debts are those amounts that are patient responsibilities that have been deemed uncollectable. Allowances are those amounts that are prohibited by federal regulation to be collected from patients.