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Community benefit report 2015

Our mission

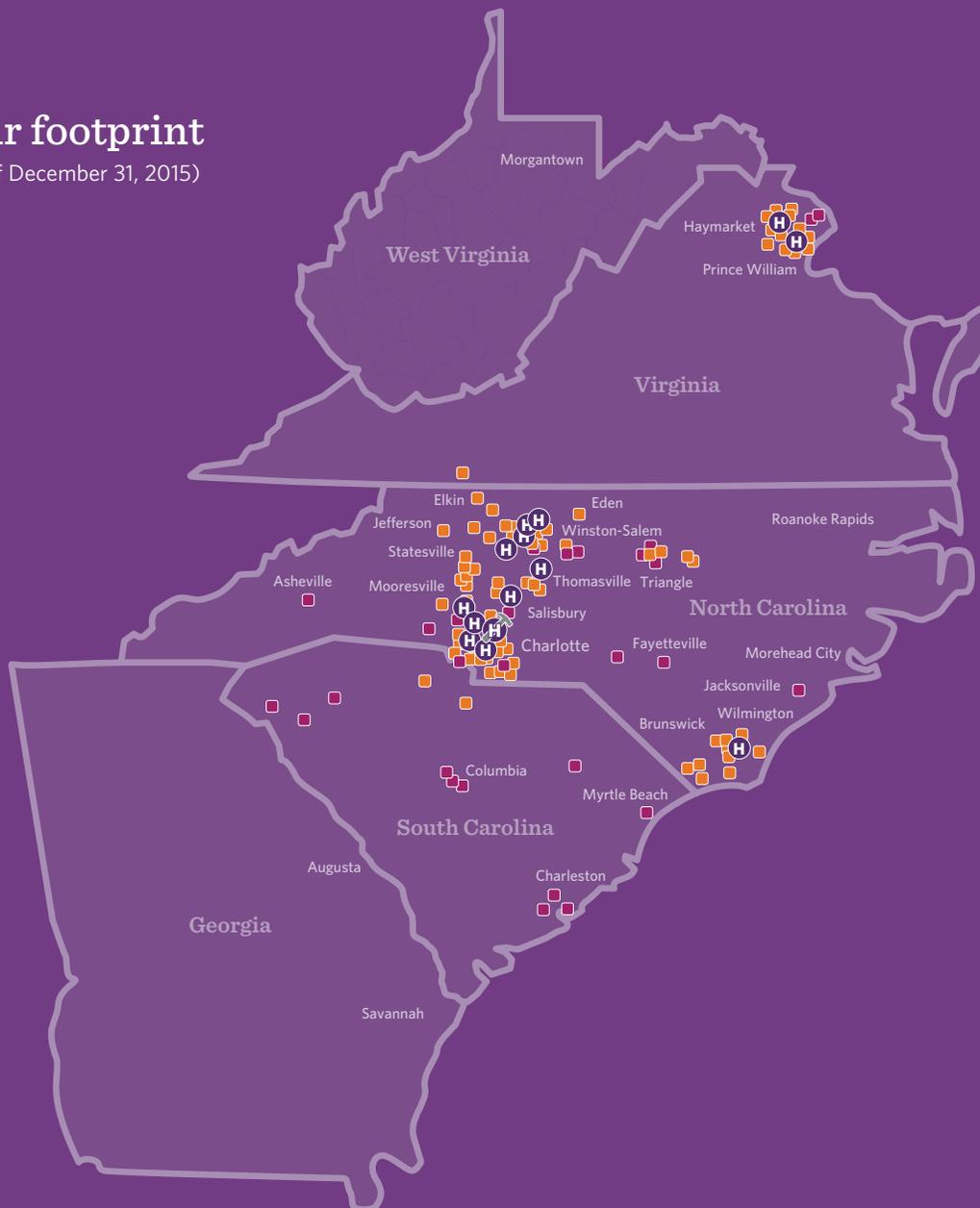
Novant Health exists to improve the health of communities, one person at a time.

Our vision

We, the Novant Health team, will deliver the most remarkable patient experience, in every dimension, every time.

Our footprint

(as of December 31, 2015)



Hospitals



New hospitals under construction



Physician clinics



MedQuest-owned centers

Why we give back

A woman without insurance coverage for mammograms who visited a Novant Health breast clinic at the Winston-Salem Rescue Mission and got the screening she needed — free of charge. A teacher who attended a Novant Health weight loss and nutrition program and credits it for her healthier weight, lower blood pressure and blood glucose levels. A man who had no idea he had diabetes — until he participated in a Novant Health community screening.

They were just a few of our friends and neighbors whose lives have been touched by Novant Health's commitment to improving the health of our communities. It's a commitment that takes us outside clinic and hospital walls, into neighborhoods, places of worship, businesses and schools — into the heart of our community. It's a commitment that takes the form of everything from support groups to free health screenings, from charity care to health education.

Providing community benefit is part of how we give back to the communities that support us.

When we bring healthcare to those who need it most, we are making a difference that we believe has far-reaching effects.

The mothers-to-be who attend our smoking-cessation classes may be passing on the gift of good health to their babies. The adults who discover their risk for diabetes through our free screenings get information and resources that can change the course of their lives. The qualified low-income families who struggle to pay for medical treatments receive assistance to relieve the financial burden of costs associated with their healthcare.

Each of us hopes, in some way, to leave the world a little better than we found it. At Novant Health, we are grateful for the opportunity to invest in the health and well-being of our states, cities and neighborhoods. We do it because it's part of our calling as a not-for-profit healthcare system. And because we believe it's simply the right thing to do.



What is community benefit?

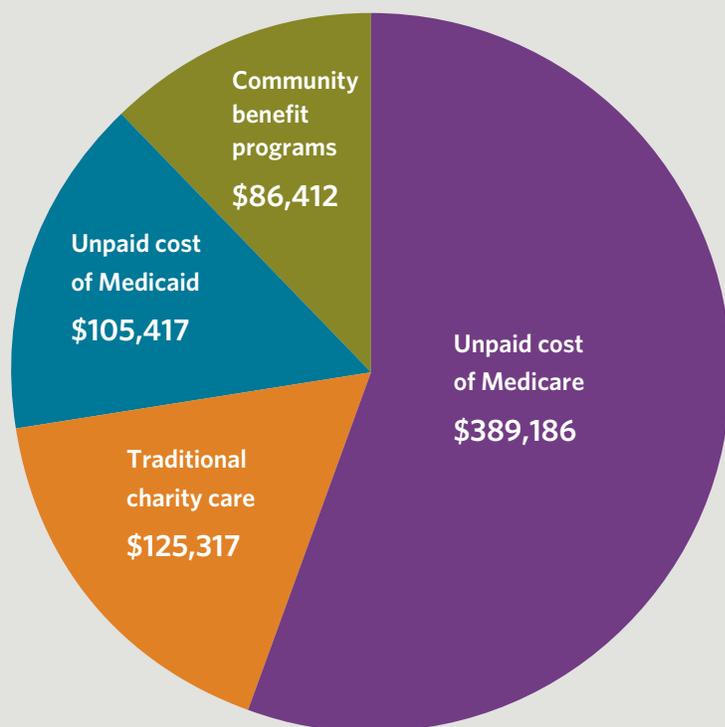
Community benefit includes programs or activities that provide treatment or promote health and healing as a response to identified community needs — and meet at least one of these objectives:

- Improve access to healthcare services
- Enhance the health of the community
- Advance medical or health knowledge
- Relieve or reduce the burden on government to provide health services

Novant Health's community benefit includes hundreds of programs, such as unreimbursed health services to individuals with Medicaid and Medicare coverage; community health education; support groups; partnerships with other organizations to provide outreach services; community events and screenings; and participation in medical research and academic health programs.

In 2015, Novant Health provided more than \$706.3 million in community benefit¹, up from \$639 million in 2014.

Investment in the community — By the numbers (in 000s)



In 2015, the unreimbursed costs to provide healthcare services to Medicare and Medicaid patients were about **\$389 million** and **\$105 million**, respectively.

¹The community benefit report prepared by Novant Health is a systemwide report that includes qualitative and quantitative information. Please note that the numeric data in this report is not based upon the Form 990, Schedule H criteria, but rather it has been prepared in accordance with the North Carolina Hospital Association reporting guidelines. It should not be relied upon as the organization's Form 990, Schedule H Community Benefit Report, its Community Health Needs Assessment or Community Benefit Implementation Strategy. Figures are in thousands of dollars.

Community outreach programs

We take our mission beyond our facilities: This includes hundreds of community outreach programs that serve our patients and help the most vulnerable and at-risk populations. We also provide community health education and support groups, as well as partner with local organizations to provide outreach services and host community events and screenings.

In 2015,
Novant Health
served more
than **1.2 million**
individuals
through
community
outreach
programs.



Assessing the need

In 2013, we completed comprehensive Community Health Needs Assessments to identify and evaluate health needs in the areas surrounding the communities that we serve and we will complete a Community Health Needs Assessment for each hospital's community every three years. With each Community Health Needs Assessment, we develop a three-year Community Benefit Implementation Plan to help us focus on the pressing healthcare needs of our communities and to better fulfill our vision and mission. Each Community Health Needs Assessment and Community Benefit Implementation Plan is approved by the board of trustees for each of our 13 hospitals.

Community outreach programs

Remarkable You

In conducting the 2013-2015 Community Health Needs Assessments, we discovered shared health issues — prediabetes, obesity and high blood pressure — in communities across our footprint. Separately, each health condition is dangerous. Together, they are a deadly combination for a downward spiral of health.

In response, Novant Health implemented an unprecedented multiyear, systemwide initiative called Remarkable You.

We're creating change through free health screenings and community symposiums featuring Novant Health providers and public health experts. In addition, an abundance of health and wellness tips, articles and other information are made available online at NovantHealth.org/RemarkableYou.

6.1 A1C
130/85 BP
28 BMI



Diabetes

Free health screenings

In support of the Remarkable You initiative, Novant Health community outreach teams administered more than 22,000 hemoglobin A1C tests, which measure the risk for diabetes by gauging average blood glucose levels over the past few months. Health screenings and educational classes were offered at community centers, churches, schools, senior events and YMCA facilities, as well as during local community events as requested.

Reversing an off-the-charts A1C

Our community health screenings have helped uncover hidden threats to wellness for thousands of people. Take Steve Small, for example. When he noticed Novant Health Huntersville Medical Center in Huntersville, North Carolina, was offering community health screenings, he thought it would be a good chance to check in on his health. He didn't know the screening would change his life.



To his surprise, Small's A1C was a whopping 17 percent — nearly 2.5 times the recommended range. After his initial screening, Small met with a doctor, a dietitian and a patient diabetes educator to develop a plan of action. Today, after numerous healthy lifestyle changes, such as eating better and exercising more, he has been able to markedly lower his A1C and take control of his health.

The community wellness and education team for Novant Health Forsyth Medical Center, located in Winston-Salem, North Carolina, consists of a multidisciplinary team of health educators who provided more than 8,100 free health screenings and educated 8,524 individuals in 2015. Additionally, the team partnered with Winston-Salem State University to provide screenings, wellness coaching and health education programs in East Winston, a low-income community in Forsyth County, reaching an additional 1,000 people.

8,524

Individuals educated
in Winston-Salem



8,100

Free health screenings
in Winston-Salem

Obesity

Many people struggle with making healthier lifestyle choices, but the benefits and rewards can be life-changing and long-lasting. We are leading efforts in our communities to promote active living, healthy eating and weight control. To help combat obesity, Novant Health community outreach teams administered body mass index (BMI) screenings and offered classes, seminars and support groups that reached more than 21,400 people over the past three years.

Ditching the diet, making strides to health

Since 2013, Novant Health Forsyth Medical Center has facilitated more than 12,000 BMI screenings and educated more than 9,800 individuals and families about nutrition and weight management. More than 300 people enrolled in its comprehensive, 10-week program called “The Weigh for You,” which reinforces the importance of proper diet, exercise and stress management.

Novant Health Brunswick Medical Center in Bolivia, North Carolina, partnered with local schools to address childhood obesity. Five new educational programs about nutrition and weight management were introduced at schools throughout Brunswick County.

In 2015, Novant Health Haymarket Medical Center, located in Haymarket, Virginia, provided health education about nutrition, lifestyle education and weight management to more than 370 individuals.

>12,000

BMI screenings facilitated by Forsyth Medical Center

>9,800

Individuals educated about nutrition and weight management by Forsyth Medical Center



Improving the health of our communities

Here are highlights from work over the past three years that supported additional priority areas identified by the 2013-2015 Community Health Needs Assessments.

Access to quality healthcare

Accessible, quality healthcare is critical to ensure healthy outcomes for adults and children in need. Many Novant Health facilities worked to enhance programs that take healthcare to the community, such as those offered at mobile clinics and mobile mammography units. Examples include:

- Novant Health Rowan Medical Center in Salisbury, North Carolina, has provided community nursing services to more than 5,300 individuals through educational classes on topics such as breastfeeding/lactation, women’s health, and nutrition and weight management.
- Novant Health Matthews Medical Center in Matthews, North Carolina, has expanded its dinner and learn educational events. New classes were offered through the program focused on educating the community about healthy lifestyle, chronic disease prevention and managing healthcare resources.

5,300

Individuals received community nursing services from Rowan Medical Center



Maternal and infant health

Novant Health facilities also worked to educate expectant and new parents through childbirth preparation, smoking cessation courses and classes centered on early parenting, infant CPR and breastfeeding. Examples include:

- Novant Health Thomasville Medical Center, located in Thomasville, North Carolina, has enrolled 100 pregnant mothers in “no smoking pledges” to encourage smoking cessation.
- Novant Health Presbyterian Medical Center in Charlotte, North Carolina, reached over 4,600 expectant and new parents and was successful in growing its ROSE (reaching our sisters everywhere) breastfeeding classes.

4,600

Expectant and new parents reached by Presbyterian Medical Center



Other priorities

Other priority areas addressed included health issues such as other chronic diseases, physical activity and nutrition, mental health, heart disease, smoking during pregnancy, and cancer detection and prevention. Examples include:

- Over 20,000 people have been screened by Novant Health Forsyth Medical Center's community cardiac clinics and mobile mammography unit since 2013. Specifically, the screenings included peripheral arterial disease, bone density and cancer tests, along with comprehensive heart risk assessments.
- In 2015, the Novant Health Cancer Center in Gainesville, Virginia, provided about 100 free skin cancer screenings.
- Novant Health Prince William Medical Center, located in Manassas, Virginia, partnered with the county and city police departments, local drug enforcement administration, Prince William Crime Prevention Council and Sentara Healthcare to collect and dispose of unused or expired medications. In total, 790 pounds, or 30 bags of medications, were collected during the community event in 2015.

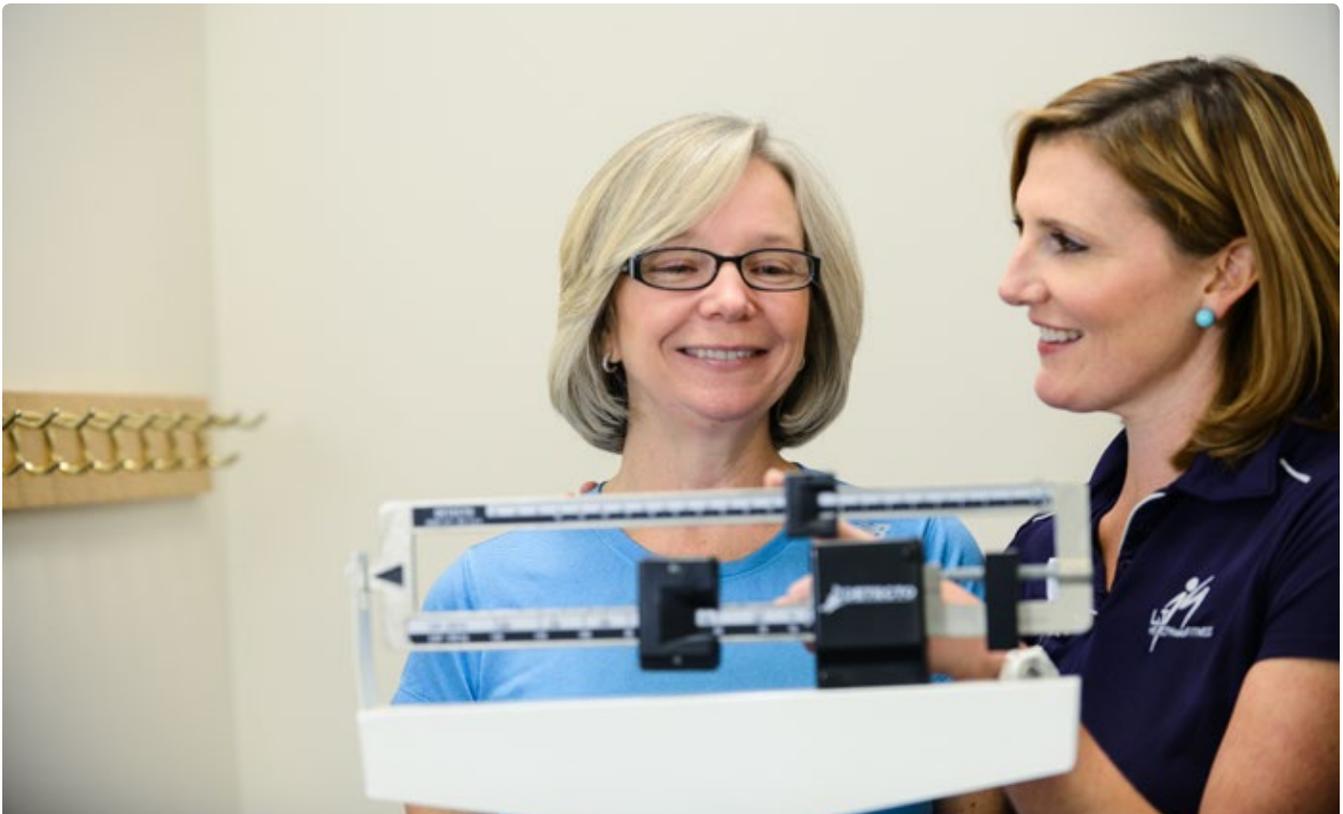
>20,000

People screened since 2013



790 lbs.

of medications collected



Charity care

Novant Health medical centers provide free or discounted care to patients who are unable to pay some or all of their bills. In 2015, Novant Health provided over \$125.3 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 settlement

Novant Health has a benefit for eligible patients whose balance is determined to be excessive, even if they have health insurance.

With this program, a Novant Health financial counselor evaluates a patient's individual situation to determine if he or she qualifies for a discount on the remaining balance or a full write-off. Some patients struggle to pay the larger amounts.

Flexible payment plan

Novant Health also offers flexible payment plans for patients. The financial counselors can 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.

Who qualifies for charity care?



Patients whose household income is at or below 300 percent of the federal poverty level may be eligible to receive financial assistance.



To learn more about how Novant Health is involved
in your community, visit NovantHealth.org.

