



MedStar Georgetown  
University Hospital



# A Tradition of Caring

## 2014 Report to the Community

*Knowledge and Compassion*  
**Focused on You**

# Letter from the President

Dear Friends and Neighbors,

Since our Hospital's beginning in 1898, we have remained deeply rooted in the Jesuit tradition of *cura personalis*—care of the whole person—while continuing to meet the needs of our community.

The practice of medicine has changed dramatically since the Hospital's early years, however, one thing has not—our commitment to offering innovative diagnostic and treatment options to our community within a trusting and compassionate environment.

As we care for patients and their families, we seek to earn their trust and build a special bond with our community. This bond is strengthened by the many services and initiatives we offer to benefit those who are blessed with good fortune and those who are met with life's most difficult challenges.



Here are just a few examples of our community benefit offerings that are making a positive difference in people's lives each and every day:

- Children and adolescents in need of primary care and behavioral health services are offered a wide spectrum of care through the expertise of our Department of Pediatrics, which supports the **Kids Mobile Medical Clinic/Ronald McDonald Care Mobile**—a mobile van that provides local access to healthcare in underserved areas of the District and offers behavioral health services one full day per week.
- MedStar Georgetown utilizes the most advanced technology and innovative research to provide **expert cancer care** for adults and children. Clinical trials, in conjunction with the Georgetown University Medical Center, are offered on an ongoing basis to provide cancer patients with access to the latest treatments and therapies.
- To help educate our community and prevent chronic diseases, we provide several **free community health forums and support groups**. By making these types of personal connections with our community, we are able to advance health and change lives for the better, one person at a time.
- MedStar Georgetown's Magnet nurses and our more than 4,500 associates participate in multiple **community benefit activities** throughout each year, including: a winter coat drive, canned food drive, back-to-school backpack drive, holiday gift drive and many more.

As you review our 2014 Report to the Community, I believe you will see that caring for our community is a responsibility in which we take great pride.

On behalf of our entire organization, I thank you for placing your trust in MedStar Georgetown University Hospital and supporting our efforts as we seek to fulfill our vision of being the trusted leader in caring for people and advancing health.

Sincerely,

A handwritten signature in black ink that reads "Rich".

Dr. Richard Goldberg  
President, MedStar Georgetown University Hospital  
Senior Vice President, MedStar Health

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# Vision

To be the trusted leader in caring for people and advancing health

# Mission

To provide physical and spiritual comfort to our patients and families in the Jesuit tradition of *cura personalis*, caring for the whole person

# Values

## Service

We strive to anticipate and meet the needs of our patients, physicians and co-workers.

## Patient First

We strive to deliver the best to every patient every day. The patient is the first priority in everything we do.

## Integrity

We communicate openly and honestly, build trust and conduct ourselves according to the highest ethical standards.

## Respect

We treat each individual, those we serve and those with whom we work, with the highest professionalism and dignity.

## Innovation

We embrace change and work to improve all we do in a fiscally responsible manner.

## Teamwork

System effectiveness is built on the collective strength and cultural diversity of everyone, working with open communication and mutual respect.



## Identifying Health Priorities

At MedStar Georgetown University Hospital, our vision is to be the trusted leader in caring for people and advancing health in the communities we serve. Ensuring that all area residents have access to the care they need, when they need it, is a priority.

To better understand the health needs of residents in our more vulnerable communities, we conduct a Community Health Needs Assessment (CHNA) every three years in the District of Columbia. It's a collaborative process that engages members of the community in identifying the most pressing healthcare issues they face.

In order to identify the greatest needs, we look at a wide range of data, receive community input and take into account the Hospital's strengths, existing programs, partnerships and public health goals. This helps us prioritize how to use our resources and develop the best solutions for addressing those issues in each community. Our last CHNA identified chronic disease management (heart disease, cancer and diabetes), access to pediatric care and food insecurity as key health issues.

From a geographical perspective, Wards 5 through 8 were identified as priority Community Benefit Service Areas, as these Wards have socioeconomic factors such as income disparity, lack of access to healthcare, and lower educational rates that act as barriers to receiving health care services. Wards 5 through 8 have among the highest rates of unemployment and lowest life expectancy in the District of Columbia, as well as the highest death rates from heart disease, cancer and diabetes. The data revealed a rising number of individuals who are at risk for chronic diseases as well as increasing concern about childhood obesity, especially in Wards 7 and 8. Access to nutritional education and healthy foods is a contributing factor in the growing number of school aged children who are at risk for becoming obese.

MedStar Georgetown University Hospital is using the findings from the CHNA as the foundation for all community health planning and as a baseline for measuring improvement efforts.

## Assisting Patients in Need

MedStar Georgetown University Hospital utilizes a number of resources to assist patients in their time of need. Our goal is to make patients aware of and help them qualify for financial assistance, if appropriate, so they can receive care without disrupting their families' financial stability.

Trained financial counselors and staff provide a wide range of assistance, including explaining payment options and reviewing eligibility for insurance programs and other services that may be available. By notifying patients of their rights, obligations and available assistance, we hope to empower them to make informed decisions about their care.

Financial assistance information and signage is posted in the Hospital registration area and the Emergency Department in both English and Spanish for those who don't have insurance. Along with bilingual staff members and on-site interpreters, MedStar Georgetown University Hospital utilizes a language line and a web-based interactive video tool to facilitate communications with all patients.

## Connecting to the Community

MedStar Georgetown University Hospital has been connecting our services with the needs of residents for many years with a central goal—to keep every member of the community healthy. Through our community health programs, we are improving the health and quality of life of our community both inside and outside of the Hospital walls. Here are a few examples.

- **Providing Needed Behavioral Health Services:** MedStar Georgetown University Hospital provides children and adolescents in the community behavioral health services in collaboration with the Georgetown University Department of Pediatrics through the Kids Mobile Medical Clinic/Ronald McDonald Care Mobile.
- **Supporting the Needs of People with Cancer:** MedStar Georgetown University Hospital utilizes the most advanced tools to provide expert cancer care. We provide a variety of resources, as well as screenings for breast and lung cancer. Clinical trials are provided on an ongoing basis to provide cancer patients with access to the latest treatments and therapies.
- **Promoting Health and Wellness:** In support of chronic disease management, as well as other health concerns, we distribute a variety of free educational materials focused on disease prevention and management. In addition, MedStar Georgetown University Hospital participates in community health forums, health screenings, health fairs, community lectures and support groups are held regularly to address priority areas such as cancer, heart disease, diabetes and childhood obesity.

## Partners in Care

MedStar Georgetown University Hospital extends its reach into the community by supporting the activities of many other community-based organizations and groups through financial and in-kind assistance. Some of our fiscal year 2014 community partners included:

- DC Fire and EMS
- Catholic Charities
- American Diabetes Association
- DC Department of Health
- American Stroke Association
- DC Consortium of Young Adults with Cancer
- Georgetown University
- Georgetown University School of Medicine
- Hoya Clinic
- Kids Mobile Medical Clinic/Ronald McDonald Care Mobile

## Community Service



### Patient Sharing Fund Bake Sales

\$2,438 was raised for the Patient Sharing Fund through the Spring and Winter Bake Sales.



### Food 4 Families

7,200 non-perishable food items were collected in 72 hours to feed local families during the Thanksgiving season.



### Kids Mobile Medical Clinic/Ronald McDonald Care Mobile Backpack Drive

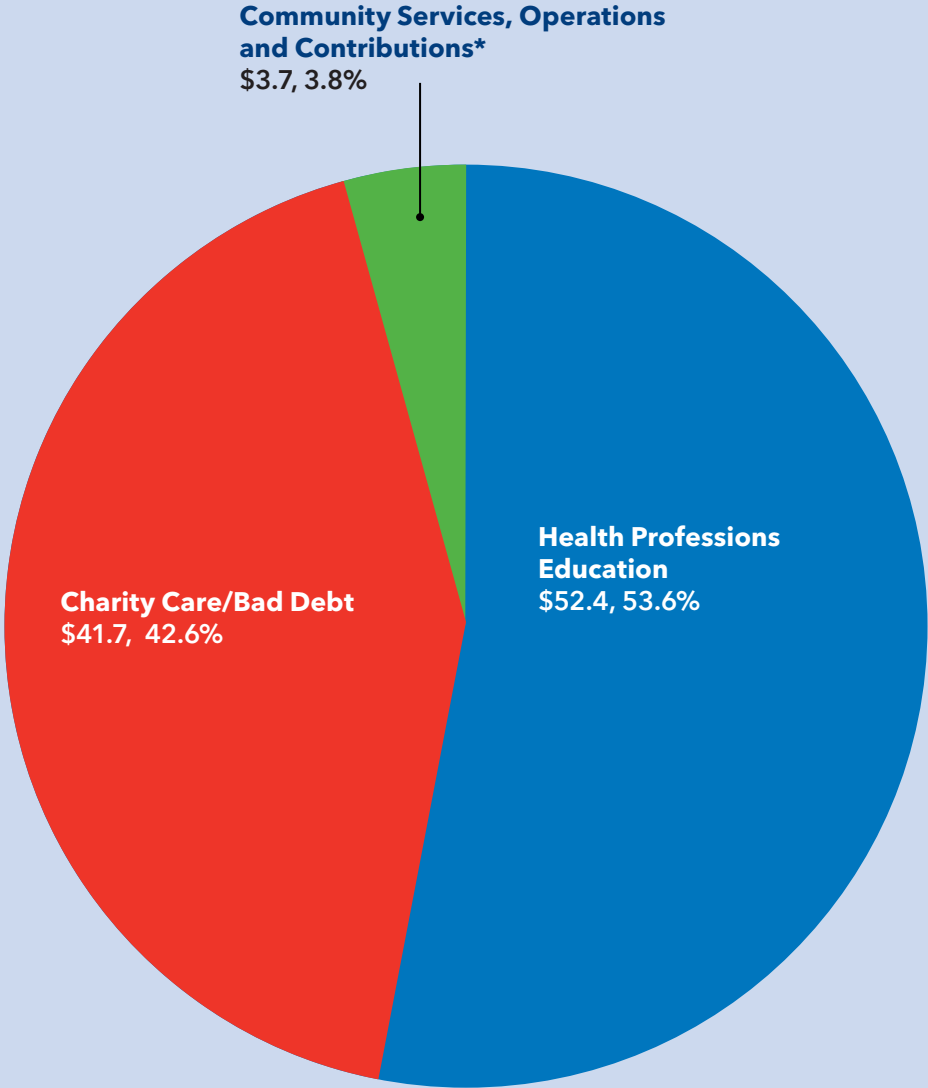
232 backpacks and over \$400 were collected to help local children prepare for the 2014-2015 school year.



### Pediatric Cancer Unit Happily Goes to the Dogs

Thanks to the Hope for Henry Reads Program, kids had the opportunity to meet famed photographer William Wegman and to escape into the wonder and thrill of his great book, *Flo & Wendell Explore*. As the kids followed Flo and Wendell on their adventure, they had the chance to leave the hospital for a time and just enjoy being a kid.

# FY14 Community Benefit Investment



All numbers are in millions

\*This category includes community health services, mission driven health services and community building, operations and contributions.



# Reinvesting in Our Community's Clinical Scholars

The MedStar Teaching Scholars Program is a two-year longitudinal program leading to Medical Education Research Certification (MERC) and Leadership Education and Development (LEAD) certification.

Led by MedStar Health Academic Affairs and MedStar Health Research Institute—in conjunction with the Association of American Medical Colleges—the program has been in place since 2009, teaching clinician educators from across MedStar Health how to apply research principles to medical education. Health professions education represents more than 50 percent of MedStar Georgetown's reinvestment in its community, which ensures that its clinicians are embracing academic pursuits, advancing their professional practice and bringing cutting-edge medical science to the bedside.

"Part of moving through the education continuum is moving from student to teacher," explains Jamie Padmore, corporate vice president of Academic Affairs at MedStar Health and associate dean of GME & Educational Scholarship at Georgetown University School of Medicine.

Participants learn about social research, complete an applied leadership focus activity, conduct a research project that aligns with their work, and earn their certifications.

For its first five years, Teaching Scholars classes included 12 to 14 educators annually. In 2014, the program setup changed so class sizes were cut in half, with the course expanding to two years, instead of just one.

"Participants felt that one year allowed them to get their feet wet, but not complete a robust research project," explains Padmore. "They needed more time to engage in the research and be educational leaders."

MedStar Georgetown University Hospital's Mike Donnelly, MD, certified in internal medicine and pediatrics, graduated from the Teaching Scholars program in January 2010. His research focused on whether the hospital's outpatients had better outcomes when there was a formal handoff of care at the end of a resident's term, versus an informal reassignment with another resident.

Dr. Donnelly attributes the program with equipping him to go through the process required to conduct research. "It got me started in writing and doing more educational research," he says. After graduating from the program, Dr. Donnelly published research involving another handoff study—this time on residency programs throughout MedStar Health. He accepted an offer to lead a national committee doing workforce survey research in internal medicine and pediatrics.

Dr. Donnelly is demonstrating the value of the Hospital's community reinvestment in the Teaching Scholars program by sharing what he has learned with resident physicians, and enhancing their knowledge and professional practice. By bringing best-practice medical science from "the bench to the bedside," our community directly benefits with local access to high-quality care that leads to better outcomes and patient satisfaction.

[MedStarGeorgetown.org](http://MedStarGeorgetown.org)



# MedStar Georgetown University Hospital

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MedStar Franklin Square Medical Center  
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MedStar Good Samaritan Hospital  
MedStar Harbor Hospital  
MedStar Montgomery Medical Center  
MedStar National Rehabilitation Network  
MedStar Southern Maryland Hospital Center  
MedStar St. Mary's Hospital  
MedStar Union Memorial Hospital  
MedStar Washington Hospital Center  
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