

**COMMUNITY** **BENEFIT**



**The numbers are impressive.** More than \$2.7 million contributed to the community. In one year, 11,000 children screened for health issues. About 3,150 hospital patients counseled to quit smoking. Behind each of those figures are people – a person being helped, a person making a difference, a person changing their community for the better.

For this year's Community Benefit Report, we wanted to introduce you to the people behind the statistics. You'll meet people who are making a difference in their communities from an EMSStat paramedic dedicated to public safety to a business committed to healthier employees. You'll hear firsthand from those who've benefited from Norman Regional's great community programs such as a school principal whose kids are screened each year for potential health problems to a nursing student receiving hands-on education and expertise from the best in her chosen field.



**COMMUNITY PARTNERS**

# Health Services Program

A school nurse is a vital member of a school’s team, tending to scraped knees, passing out daily medications, and safely sending sick children home. But for schools in Norman, a nurse was a need they couldn’t afford.

Norman Public Schools was only able to hire two school nurses and two part time health assistants for the district’s 13,000 children. Norman Regional Health System knew how important having dedicated health services was to children’s well being and took action. Through a collaboration with the district, Norman Regional arranged to help fund a school health services program.

This program has made it possible for the school district to provide health services personnel at each school site, increasing access to school nurses, licensed practical nurses and trained health assistants.

“We are very proud to help bring quality health care to Norman’s children and community through this program and collaboration with Norman Public Schools,” said Norman Regional President and CEO David Whitaker. “We are united in providing Norman’s children with a brighter and healthier future.”

Norman students now have access to five school nurses, five licensed practical nurses and fifteen trained health assistants. Last year, there were more than 48,500 student visits which ranged from dispensing medicine to blood sugar checks to administering first aid.

“It is imperative that the basic needs of students, including health needs, be met before we can reach them from an academic standpoint,” said Joe Siano, Superintendent of Norman Public Schools. “Having school nurses and those health communications with families will make a significant difference for all students.”

“Community is the sharing of resources for the good of all and that’s the strength of Norman. Our school system doesn’t operate in isolation; we have great partners in our community.” — Joe Siano

“When all the parts and people come together to make their world better, that is a community. As a healthcare provider, Norman Regional is committed to that concept and plays a major role in improving the health of our community.” — David Whitaker

The program’s uniqueness has caught the attention of others as well, winning several awards including the Barbara Lynch Community Partner Award from Oklahoma State School Boards Association, the Pinnacle Award from the Association of School Business Officials and being named Blue Cross Blue Shield of Oklahoma’s Champion of Children’s Health.

# Medical Explorer Post

Dr. Brian Yeaman is continuing a tradition that means a great deal to both him and the man who encouraged him to become a physician. The Medical Explorer Post was founded in 1983 by Dr. Harold Belknap to encourage young people to explore a career in medicine. When Yeaman joined the Post at age 13 he didn't know if he'd even become a doctor, much less lead the Post one day.

"I really didn't know if I could do it," Yeaman said of becoming a physician. "No one in my family was in healthcare. I can say with 100 percent certainty that without Dr. Belknap and the Explorer Post, I don't think I'd be a physician."

Belknap became a lifelong mentor to Yeaman, providing him with his first stethoscope, hooding him when he graduated from medical school and visiting him in Boston during his residency. Sadly, Belknap passed away this year, but the Explorer Post continues as his lasting legacy to the community.

“Community means a lot of things to me. It's family, friends, neighbors, patients and my physician colleagues. It's a tremendous network of people coming together to try and make something better.”

"He'd be honored that something near and dear to him has continued to thrive," Yeaman said.

As many as 80 youth attend the Post's meetings. In addition to hosting healthcare professionals as speakers, the Post also has taught first aid, provided stretcher teams to every OU football home game and donated a flag pole to the hospital. More than 10 former post members have become physicians and countless others are nurses or technicians.

"The goal of the program is to offer the opportunity for teens in the community to have experience with medicine to see if they are interested in it," Yeaman said. "While some will go into the medical

field for others it's just a chance to enjoy something they wouldn't have otherwise been exposed to."

Many local physicians and healthcare professionals including Drs. Gerald McCullough, Robert Frantz and Shon Cook have volunteered to speak at Post meetings. The Health System also donates meeting room space, medical supplies and other equipment.

"The hospital has been profoundly generous," Yeaman said. "We couldn't have the Explorer Post this many of years without the hospital and the doctors who come and give hours of their time."

COMMUNITY MEDICINE



COMMUNITY SAFETY

# Emergency Preparedness

Look around Norman and you're bound to see a few familiar faces in blue uniforms. EMSStat paramedics can be found at University of Oklahoma football games, community festivals, triathlons and 5k runs, doing demonstrations for civic groups and daycares and of course providing emergency care to those in need.

"EMSStat is involved with all major events in Norman," said Eddie Sims, EMSStat manager. "We're as anchored in the community as you can be."

EMSStat works closely with the Norman Fire Department, the Department of Homeland Security and the Norman Police Department. Paramedics are also on the local SWAT team.

**“I think EMSStat is a combination of healthcare and public safety. We strive to provide the best care to all who live in our response area.”**

There are about 24 full time EMSStat paramedics and 24 medics who are called upon in an emergency. Sims explained that each ambulance contains a team of two paramedics. What sets EMSStat apart from other emergency medical services in the area is this highly trained team of individuals. Paramedics attend about two years of schooling and receive additional training

throughout their careers. These highly trained professionals can initiate advanced airways, intravenous therapy, administer medication, use cardiac monitors and apply splints and bandaging to stabilize trauma patients.

EMSStat is also committed to sharing their knowledge with others in the community. Sims serves on many state and regional trauma committees and is also a founding member of the state's Stroke Advisory Task Force.

"When you're talking about strokes, heart attacks or other traumatic injuries, seconds count," Sims said. "I'm proud that we have highly trained medics who provide quality care quickly."

# Meals on Wheels

Each and every day, after serving the hospital's breakfast crowd and preparing patient meals, Norman Regional's food and nutrition staff get to work preparing and packaging about 300 meals. These meals aren't for patients or employees, but for the Meals on Wheels program which delivers food to the homebound.

"My crew loves preparing these meals," said Paul Pape, director of accommodation services and Meals on Wheels board member. "They like supporting the community, and a lot of our staff have family members who have been recipients of Meals on Wheels."

The hospital's partnership with Meals on Wheels began in 1983 preparing specialized meals for those on restricted diets. In 1995, the hospital added regular meals as well. In this year alone, the Health System subsidized about \$66,000 for the Meals on Wheels program.

“What Health System employees and I appreciate is through our work here we are able to reach out and affect those in our community. I feel very connected to the community through Norman Regional.”

About 60 percent of Meals on Wheels clients are on modified diets. Norman Regional's dietitians craft specialized menus to meet each client's need, whether they are diabetic, need heart-healthy items, have food allergies or require special preparation.

"As a hospital, I think we're most qualified to prepare these meals," Pape said. "We can customize to the clients' needs."

In addition to preparing the daily meals, the hospital also provides frozen meals and "blizzard bags." The blizzard bags are filled with shelf-stable items, and can provide clients with food staples in times when it's impossible for a volunteer driver to deliver their meals.

While Norman Regional's Food and Nutrition Department's 90 employees work around the clock, 24/7, they find satisfaction during their busy days by helping others in the community.

"We all understand the importance of giving back and serving our community," Pape said. "This is just one way we can make a difference."



COMMUNITY SERVES



## COMMUNITY HEALTH

# Healthy Community

One pound of fat, a tube full of sugar, vials filled with salt. These are just some tools Shinja Cowan uses to teach healthy eating habits and proper diet to community members.

Cowan is a registered nurse with Norman Regional Health System's Healthy Community initiative. As part of the program, she travels to local community events and businesses to teach healthy habits and also provide complimentary blood pressure screenings.

“Community is a large family, caring for each other without boundaries and with a non-judgmental attitude.”

“A pound of fat is a very effective visual aid,” Cowan said.

Cowan has worked in both public health and critical care – seeing how health issues can be prevented and the dire consequences if they are not.

“So much of what I saw as a critical care nurse could have been prevented. People are often confused because they are bombarded with information,” Cowan said. “I try to clear up their confusion and encourage them. Even the smallest steps can make a difference in one’s overall health.”

Cowan and the Healthy Community Road Show stop at public libraries, churches, businesses, festivals, the local farmer’s market and other community hot spots. Nurses at the booths encourage people they find with abnormal conditions to seek medical attention. A few times some visitors to the booths have been in need of immediate care.

From 2007 to 2008, Healthy Community reached 6,527 community members. Half of those, or about 3,000 people, had blood pressure screenings. The program’s success comes in making people both aware of a problem, educating them, and inspiring them to take action. Cowan said many people she’s seen have visited with their physician and gotten help such as receiving blood pressure medication they desperately needed.

By seeing those familiar faces visit her again but with improved health, Cowan said she knows she and other Healthy Community staff are making a difference.

For the past 10 years, Norman Regional's Senior Vitality program has been arming older adults with the knowledge and tools they need to stay healthy and happy.

"Aging is a fascinating process," said Maurine Garton, MPH, Senior Vitality program coordinator. "It's a time of life when the puzzle pieces start coming together. You find out what matters and you find out that your health really matters."

Senior Vitality provides the community with a variety of programs including classes on bone health, stroke prevention, exercising with arthritis, nutrition, end of life care and more. Doctors and other health experts give presentations on health issues and answer any questions audience members have. Senior Vitality is open to community members over the age of 55 and also those who work with older adults.

## Senior Vitality

Senior Vitality not only tackles health issues, but others as well. Classes on financial planning, creating a will and safe driving have also proven very popular. Anywhere from 40 to 100 people attend each Senior Vitality program.

In addition to providing education, Senior Vitality also provides free screenings for things such as memory loss, peripheral vascular disease, prostate health and hearing problems. Garton said these screenings have often revealed medical issues the participant was not aware of, some of which even required immediate medical attention.

"Older adults today are really pioneers," Garton said. "Aging today with all our medical technology is very different than the past."

“I am inspired by our Senior Vitality members whose lives open threads in the community. I appreciate what a wealth of resources each one of them is. It's amazing to find out the things they do to make their community a better place.”

Garton said the classes amplify the message and education many older adults are given in their doctor's office.

"I'm amazed at how interested our older adults are in staying healthy," Garton said. "A lot are also internet savvy and come with good questions."

As people continue to live longer, it's imperative they also live healthier, Garton said. Norman Regional Health System is proud to offer education and support to adults entering into their golden years.

"I feel like we're empowering them to take charge of their health and be a better medical consumer," Garton said.

COMMUNITY VITALITY



COMMUNITY WELLNESS

# Certified Healthy Business

Local business Sysco embarked on its journey towards a healthier workforce in 2005. That journey has consisted of losing a collective 1,600 pounds, walking more than 10 million steps, and becoming a completely tobacco free campus.

“We want to be a responsible employer,” said Chris Davis, president and CEO of Sysco Food Services of Oklahoma. “The population in Oklahoma has a lot of health-related illnesses and we decided to start doing more.”

For the past two years, Sysco has been named a Certified Healthy Business, a designation from the state that recognizes businesses working to improve Oklahoma’s health status by providing health and wellness opportunities for their employees.

Sysco is part of a large corporation that has many great benefits and online tools, Davis said. But many employees were unaware of the resources available to them. In 2005, Sysco began its health education program. With assistance from Norman Regional, they started an incentive program for employees to quit smoking and also converted to a tobacco-free workplace.

“My community starts with the people I’m responsible for. We ought to be involved in the things around us that are advancing the health and welfare of our employees and the community in general.”

The company started a Weight Watchers at Work program and replaced fattening foods at meetings with healthy snacks. They hosted a “Ride Your Bike To Work” day. Davis, being a role model to his employees, has lost about 45 pounds and ran a marathon.

Norman Regional is itself a Certified Healthy Business and also helps others achieve this status through its Healthy Business Academy. Academy faculty is comprised of health promotion specialists, registered nurses, exercise specialists, nutrition experts, tobacco control specialists and other wellness educators.

Davis said he’s seen a marked difference in his employees. One employee was frequently sick and missing work, then lost more than 50 pounds and now rarely misses work.

“We need to give our employees the opportunity to change their lifestyle,” Davis said. “I’m proud to be part of a company that does that.”

For some parents at Hubbard Elementary, bringing their child to the doctor for a routine check-up is one or two hours of work they can't afford to miss.

"It's a time issue for a lot of parents. They don't have the time or the type of job where they can take off work to get their kids to screenings," said Principal Nathan Gray.

## Healthy Youth

The full health screenings begin with registered nurses checking students' hair, throat, lymph nodes, teeth and dental hygiene. Students are then screened for temperature, pulse, blood pressure, height, weight, vision and hearing. Any student falling outside the parameters in any area is then screened again by another volunteer.

“Since we're a small town, community is our bloodline – it's our stability. When the community hears about the good things the school is doing, it gives our parents and students a great feeling of pride.”

Helping children like these have access to routine health screenings is the mission of Healthy Youth. Founded in 1995, Healthy Youth is dedicated to improving the well-being of elementary and adolescent age children in our community. Its main objective is to identify health ailments during childhood when they are most treatable. Volunteers from within the community assist clinical personnel from Norman Regional Health System in performing health screenings at local elementary schools.

In the 2007-2008 school year, Norman Regional staff and volunteers screened more than 11,000 children at 22 schools. Communities served by Healthy Youth include Norman, Noble, Robin Hill, Washington and Little Axe and several local private schools.

"The Healthy Youth volunteers are very organized," Gray said. "The kids love them because they're so friendly."

After recognizing many of the students screened were at risk of becoming overweight or obese, Norman Regional also developed a program to combat those rising percentages. Fit Families teaches students and their families how to live healthier lives by educating them about proper dietary habits, ideal levels of physical activity, coping with stress and building self esteem.

Fit Families is so successful it grew to include Sports+Nutrition+Active Play (SNAP) Camp, a summer refresher course for Fit Families participants. The camp invited 18 children this year to be more physically active, do arts and crafts, and learn to make healthy meals and snacks.

"With the way our society is going with obesity becoming more and more of an issue, it's important to help educate kids to be fit," Gray said. "The healthier kids are, the better they are going to do in school. I know the kids benefit from these programs."

COMMUNITY YOUTH



COMMUNITY ACCESS

## Home Run Van

Norman Regional's Home Run Van has been giving patients a "lift" for almost 20 years. The service helps transport patients to another medical facility or their home, free of charge.

Many of these patients have no family to provide them with a ride, or their family members are unable to take time off work to pick them up. For these individuals, the Home Run Van is a lifeline. The service also helps other hospital patients by freeing up beds so that others may be seen quicker.

"It's been one of those activities that has seen a phenomenal response," said Clyde Brawner, manager of the Health System's Distribution/Transportation and Environmental Services Department.

Brawner estimates the Home Run Van provides about 50 rides a month. Social workers and case managers help determine which patients qualify for the service.

“Community is homegrown, down to earth people who know your name and who take the time to know who you are. I try to look at each passenger not as a patient, but as a person.” — Christopher Calhoun

“Norman is a community where I have the ability to raise my family, to get involved in church and other activities. I like the simple fact that Norman Regional gives back to its community and I've seen over and over how our community pulls together.” — Clyde Brawner

"We get a lot of positive comments," Brawner said. "Especially when they find out it's a courtesy to the patient."

Christopher Calhoun is one of the dedicated Health System employees who drives the van. Calhoun said he takes pride in helping people get home after a hospital stay.

"It's always a joy to have patients in the van," Calhoun said. "They are always very appreciative and so are their family members."

# In-Patient Tobacco

The facts are hard to ignore. Tobacco is Oklahoma's leading cause of preventable death. It kills more Oklahomans each year than alcohol, auto accidents, AIDS, suicides, murders and illegal drugs combined.

But knowing the facts and successfully quitting smoking are two very different actions. The In-patient Tobacco Cessation program's goal is to give patients the tools and encouragement they need to take that final step and quit smoking. Jerry Deming, RN, is the Health System's tobacco counselor and visits anywhere from 20 to 30 patients a day for counseling.

"Smokers tend to not experience any negative health effects for about 20 years," Deming said. "For many in the hospital it's the first time they're realizing the health consequences. They want to quit. Many have tried and been unsuccessful and they want support."

Since its inception in February of 2004, the program has seen more than 12,670 patients. Patients are identified for the counseling through the admission process or can also be referred to the program by physicians and nurses. A national review of studies of smoking found that advice and support from nursing staff could increase a person's success in quitting tobacco use, especially in a hospital setting. In addition to one-on-one counseling, the program also offers free classes and information on the tobacco helpline.

Deming, a self-described "health enthusiast," said she wants to get each patient she sees to at least consider the possibility of not smoking. She's seen many positive outcomes from the counseling – from a couple who quit together to a person who thanked her with a gift for helping her quit around the holidays.

"I've seen so many happy stories," Deming said. "Most of the patients are so glad to have quit. It's very rewarding to see them experience the good benefits of not smoking."

“ I believe we're all related in some sense. We're all human beings, even though the issues we're dealing with may be different. If there's any way I can help or add joy to someone's life I want to do that. I want to be a positive member of my community. ”

COMMUNITY RESPECT





COMMUNITY CARE

# Clinical Rotations

Norman Regional is helping Sherry Minzey fulfill a 15 year old dream – a dream to become a nurse. Minzey is a Michigan native and mother of three. After her family moved to Oklahoma, she decided it was time to go back to school.

While nursing students are getting a hands on education at Norman Regional, the Health System also has programs for pharmacy, physical therapy, speech therapy, emergency medical technicians and paramedics, phlebotomy and more. The hospital has also paired with some non-traditional disciplines and hosted students from OU’s College of Engineering and Michael F. Price College of Business.

“I’ve always wanted to be a nurse,” Minzey said. “I just like taking care of people and helping them.”

“To me, a community is where everyone watches out for one another. It’s a feeling of wholeness, of everybody working together.”

Now Minzey attends school at Oklahoma City Community College and is working toward becoming a registered nurse. As part of her studies, Minzey is completing her clinical rotations at Norman Regional Hospital.

“It’s important we give back and train new people,” Barbour said. “Not only does this keep these talented individuals in the state but also in our health system. We hire many of our former students.”

“All the nurses are great. They’ve been very friendly and ready to share their experiences and knowledge with us and let us assist with patient care,” Minzey said.

For Minzey, her time at Norman Regional has shaped her future.

She is just one of the more than 740 students who participated in clinical rotations at Norman Regional this year. Twenty-nine universities, colleges and technical schools have programs through Norman Regional, said D’Neen Barbour, RN, the Health System’s student program coordinator.

“I definitely want to work in a hospital and to work at one as great as Norman Regional would be my dream,” she said.

## Community Education

### HEALTHY HEART WELLNESS SERIES

The Healthy Heart Wellness Series has been designed to educate attendees about their heart health, risk of heart attack and stroke, and changes they can make to live a healthier lifestyle. At the wellness events, guests are encouraged to visit informational booths to learn about blood test results; screening tools; warning signs of a heart attack and stroke; tests and treatment if someone is having a heart attack or stroke; and the need for rehabilitation. Healthcare professionals are on-hand to explain the information and answer any questions the participants might have. Also featured at each Healthy Heart Wellness Series is an expert physician panel. The panel gives a short presentation followed-up with a question and answer session. Physicians who have participated in the panels include Drs. Paul Ayers, James Love, Patrick Livingston, Kyle Toal, Robert Frantz, James Duncan, and Edward Icaza. The Healthy Heart Wellness Series was honored with a 2007 National Health Information Award.

### LUNCH AND LEARN

Norman Regional Hospital and Moore Medical Center host a number of Lunch and Learns throughout the year. Community members are invited to spend their lunch hour with us, enjoy a free and nutritious meal, and learn the latest about healthcare issues from local physicians. Each Lunch and Learn features a different physician with a different topic including women's health, prostate cancer, abnormal uterine bleeding, thyroid disorder and treatment, prostate health, trends in diabetes I and II treatment, new techniques in sinus surgery, and new weight loss options.

## Financial & In-Kind Support

Norman Regional provides a planned, organized and measured approach to meeting the identified health and social needs of the communities we serve. From July 2007 to June 2008, Norman Regional provided more than \$2.7 million to the community. We also totaled more than 496,591 community encounters.

Our contributions can be broken into the following categories:

### COMMUNITY HEALTH SERVICES: \$705,979

Services in this category are designed to improve the community's health through clinical screenings and services, transportation, health information, education programs and support groups. Senior Vitality, Home Run Van, Public Assistance Enrollment, Healthy Community and Healthy Youth are a few examples of services in this category.

### HEALTH PROFESSIONS EDUCATION: \$310,616

Helping to prepare future health professionals is a hallmark of our organization. In the 2008 fiscal year, Norman Regional dedicated time and resources to training the next generation of healthcare professionals. Clinical rotations are provided to students from local universities, colleges and technical schools. The Medical Explorer Post 901 prepares high school students for a career in healthcare.

### FINANCIAL AND IN-KIND DONATIONS: \$1,045,075

Norman Regional donates food, clinical and clerical supplies, meeting space, equipment, funds and clinical and clerical skills to the community. We also serve as a Pacesetter business for United Way providing video production and cash contributions to area agencies, as well as grant writing services.

### COMMUNITY BUILDING ACTIVITIES: \$177,181

Norman Regional is an active participant in community building activities that address the root causes of health problems such as poverty, homelessness and other environmental problems. Another aspect of community building is workforce enhancement. As one of the top 100 places to work in healthcare in the nation, we recognize the importance of addressing community-wide workforce issues. The Health System partners with community colleges, universities and technical schools to address healthcare workforce shortage and our leadership serves on seven clinical advisory committees in the areas of nursing, physical therapy, lab technicians and emergency medical services.

### COMMUNITY BENEFIT OPERATIONS: \$470,945

Norman Regional has dedicated management, staff and resources to coordinate the organization's community benefit operations.

### LEADERSHIP PARTICIPATION: 4,853 HOURS

The Health System's president, vice presidents, directors, managers and supervisors contributed their time, talent and expertise to the community. This past year the system's leadership team volunteered 2,149 hours serving as leaders, advisors and volunteers for a wide range of health and social services. Our team also served on 60 community boards and 60 professional and business associations.



