Community Benefit
Contribution to the Community
July 2010 – June 2011

Total Contribution to the Community $1,865,413.00
Total Community Encounters: 296,084

Norman Regional Health System provides a planned, organized and measured approach in meeting the identified health and social needs of the communities served. Norman Regional’s community benefit plan is based on identified health and social needs that contribute to the overall quality of life for all residents served by the many programs offered. The organization partners with many community agencies to benefit residents who are in need of services and support.

Community Health Services $893,711.00
Community Encounters: 123,152

Services in this category are developed to improve the community's health through clinical screenings and services, transportation, health information, education programs and support groups. Norman Public Schools Health Services, Hearts for Hearing, Senior Vitality, Home Run Van, Public Assistance Enrollment, Healthy Community, Eden Clinic, Inpatient Tobacco Counseling Program, and Give Kids a Smile Dental Clinic are just a few of the program examples.

Health Professions Education $89,526.00
Students Served: 650

Helping to prepare future health care professionals is a distinguishing characteristic of a not-for-profit health care system and of significant benefit to the communities served. In fiscal year FY11, Norman Regional dedicated time and resources to the education and training of the next generation of health care professionals. Clinical rotations are provided for a wide range of specialties from universities, colleges, and technical schools throughout the state of Oklahoma. The Medical Explorer Post 901 prepares high school students for a career in healthcare.

Note: The 2011 Community Benefit report does not include costs associated with Charity Care, Bad Debt or Emergency Care for the uninsured.
Financial and In-Kind Donations $696,873.00
Members Served: 135,020

Norman Regional Health System, its staff and leadership regularly donated funds and in-kind services to individuals, social service agencies and the community at large. Donation of food, clinical and clerical supplies, meeting space, equipment, funds and clinical and clerical skills are just some of the services provided throughout the community. Norman Regional provides major financial support for Meals on Wheels of Norman, Health for Friends and Food and Shelter for Friends. The Health System serves as a Pacesetter business for United Way providing cash contributions to area agencies, as well as grant writing services. These monetary and resource contributions are tangible examples of the system’s commitment to community health improvement.

Community Building Activities $82,499
Community Encounters: 37,262

Norman Regional is an active participant in community building activities, which address the root causes of health problems, such as poverty, homelessness, lack of access to transportation and housing, and other environmental problems. The health system’s leadership efforts also enhanced the operational structures of the community’s network such as Wilson Neighborhood program and taskforce for the homeless. Community advocacy, board and committee participation and the development of community coalitions are some examples of the organization’s leadership activities in building a healthier community. Norman Regional’s leadership served on a wide range of committees, such as Norman and Moore Chambers of Commerce, Rotary, Sooner Centurions, Public Safety, Homeland Security and Emergency Preparedness, Trauma Care, Certified Healthy Business, United Way of Norman, Salvation Army, and Red Cross.

Another aspect of community building is workforce enhancement. Norman Regional recognizes the importance of addressing community-wide workforce issues and dedicates time and expertise to that end. The health system partners with community colleges, universities and technical schools to address the health care workforce shortage and serves on six clinical advisory committees in the areas of nursing, dietary, physical therapy, lab technicians, and EMS.

Community Benefit Operations $102,804.00

Norman Regional has dedicated management, staff and resources to coordinate the organization’s community benefit operations. This past year, the Community Services department coordinated program activities, in-kind and cash donations and volunteer time serving 296,084 residents and $1.8 million in community benefit.

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Leadership Participation

In fiscal year 2011, Norman Regional Health System’s President, Vice Presidents, Directors, Managers and Supervisors contributed a considerable amount of time and talent in the regional community. This past year, the system’s leadership team volunteered 1,406 hours in the community serving as leaders, advisors and volunteers for a wide range of health and social services. In addition, Norman Regional’s leaders served on thirty-six community boards providing 1,113 hours of service to enhance the quality of life in the community. The leadership team also shared their knowledge and expertise while participating in twenty-eight professional and business associations dedicating more than 394 hours of service.

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<thead>
<tr>
<th>Community Involvement</th>
<th>1,406 Hours</th>
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<tr>
<td>39 Social and Service Organizations</td>
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<tr>
<th>Community Board Involvement</th>
<th>1,113 Hours</th>
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<td>36 Community and Business Organizations</td>
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<tr>
<th>Professional and Business Involvement</th>
<th>394 Hours</th>
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<td>28 Professional and Business Associations</td>
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