### 2015 Community Report



# Amproving Health

Succeeding

#### HC HOLY CROSS HEALTH

## Mission

We, Holy Cross Health and Trinity Health, serve together in the spirit of the Gospel as a compassionate and transforming healing presence within our communities. We carry out this mission in our communities through our commitment to be the most trusted provider of health care services.



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#### Letter from the President and CEO

Community is more than a collection of people living in close proximity to one another. True community is as much about spirit as it is about place—where caring people can work together to make a difference in the lives of those around them. For more than 50 years, Holy Cross Health has been a good neighbor, an excellent caregiver, and a trusted partner in health as we strive to meet the needs of our community, improving the health of individuals and families across the region.

We have developed an interconnected network of services and resources to serve everyone, regardless of the severity of their health issues or their financial or insurance status. Through innovation and alignment, we collaborate with organizations who share our objectives, and we work with local and national leaders who share our goals of improving people's health and lives.

In this report we highlight just a few of the thousands of individuals who are changing their lives and their futures with the help of Holy Cross Health. In this era of health care reform, we are continuing to expand the way we care for patients and families—beyond the traditional model of treating illness in the hospital, to a system of integrated community-based services.

Our commitment to providing innovative programs with a powerful impact on our community and its residents has never been stronger. In recent years, Holy Cross Health has invested more than \$450 million in the expansion of our facilities, including the opening of Holy Cross Germantown Hospital in 2014 and the historic expansion of Holy Cross Hospital this year. We now operate four health centers focused on those facing financial barriers to care, including our newest health center in Germantown. Our outreach programs continue to expand, and our community fitness programs touch thousands of lives each and every week.



Our comprehensive system of connected hospitals, health centers, primary care sites, and community outreach and education programs for residents in Montgomery and Prince George's counties is inspired by our mission as a Catholic, not-for-profit system. In fiscal 2015 alone, Holy Cross Health provided more than \$61 million in community benefit, including an all-time high of \$32 million in free or reduced-cost services to those facing financial barriers to care.

As we look ahead, we do so with much greater capacity to serve the needs of our community. As our communities' health care needs grow and change, we will continue to provide the highest quality care to everyone. This is the same commitment that inspired the Sisters of the Holy Cross to build Holy Cross Hospital, and we call on it to continue our mission to be the area's most trusted health care provider.

Kevin J. Sexton President and Chief Executive Officer Holy Cross Health

# 2015 Highlights



#### Historic Expansion of Holy Cross Hospital

This year marked the most significant expansion for Holy Cross Hospital in our more than 50-year history, as we celebrated the grand opening of the South Building, a new seven-story, 150-bed patient care tower (shown left) on the newly named Kevin J. Sexton Campus. Holy Cross Health is now the only health care system in the region to provide all private patient rooms at Holy Cross Hospital and Holy Cross Germantown Hospital, for improved comfort, safety, and privacy of patients and their families.

"Our historic expansion sets a new standard of care, and showcases Holy Cross Health's continued dedication to anticipating and answering community needs as a trusted partner in health."

Kevin J. Sexton, President and CEO, Holy Cross Health

#### Fourth Holy Cross Health Center Opens in Germantown

Holy Cross Health opened its fourth primary care health center in Germantown in 2015 to improve access to affordable primary care for those facing financial barriers. The Holy Cross Health Center in Germantown is our first health center to offer pediatric care in addition to adult services, so that families can establish a medical home and get the care they need in one accessible, convenient location for a holistic family care experience.



HOLY CROSS HEALTH CENTER IN GERMANTOWN

#### **A Spirit of Giving**

The Holy Cross Health Foundation's Capital Campaign gives everyone the opportunity to support the development of the physical and programmatic resources offered by Holy Cross Health.

People like Emile Foyet have been inspired to give because of Holy Cross Health's commitment to providing access to quality health care for all.

In 2003, Emile—an uninsured political refugee from Cameroon—turned to Holy Cross for treatment of a serious lung infection. Emile was deeply touched by the excellent care he received and the compassionate way he was treated. Emile donated to the Holy Cross Health Foundation the



EMILE FOYET

following year—and every year since.

Emile is just one of thousands of donors who have helped Holy Cross Health raise more than \$16.3 million in its ongoing Capital Campaign. Additional information is available at HolyCrossHealth.org/foundation.

#### Awards and Recognition for Holy Cross Hospital

Ranked among the **best hospitals** in Maryland and the Washington, D.C., region for 2015–16 by *U.S. News & World Report* 

Recognized for **high performance** in neuroscience and heart failure services in the 2015–16 annual ranking by *U.S. News & World Report* 

Breast Center granted its second, **three-year accreditation** by the National Accreditation Program for Breast Centers

Hip replacement, knee replacement and spine surgery services awarded a **Gold Seal of Approval**<sup>®</sup> by The Joint Commission

Epilepsy Monitoring Unit recognized as a Level 4 Epilepsy Center by the National Association of Epilepsy Centers

Stroke Program designated as an Advanced Primary Stroke Center by the Maryland Institute for Emergency Medical Services Systems (MIEMSS), and by The Joint Commission

#### **Recognition for Holy Cross Germantown Hospital**

Laboratory **awarded accreditation** by the College of American Pathologists

#### **Awards for Holy Cross Health**

**Workplace Excellence Seal of Approval** for the 16th year in a row—the only health care provider in Maryland to be so distinguished continually since 1999

For a full list of awards and designations, visit HolyCrossHealth.org.

### Providing ACCESS to Care

Montgomery County, one of the richest and healthiest counties in the nation, has many communities and individuals who face financial, cultural or language barriers to accessing quality health care. Even after the passing of the Affordable Care Act, more than 60,000 residents remain uninsured.

Holy Cross Health is a regional leader in creating programs and services to address formidable barriers to care by bringing affordable care closer to children and adults who are uninsured or enrolled in Medicaid.

"Our four health centers located in Silver Spring, Aspen Hill, Gaithersburg and Germantown have been an important safety net for adults in our region since the first opened in 2004," says Annice Cody, president, Holy Cross Health Network. "Our newest health center in Germantown expands our services to children."

Patients are connected to the care they need through our primary care providers, integrated behavioral

health care, access to specialists and coordination with community-based services.

#### **Improving Access for Women's Health**

Women's health needs are also met by OB/GYN clinics Holy Cross Health operates in each hospital. For women who are uninsured, the clinics provide pre- and post-natal care, including care for high-risk pregnancies. They also serve as referral sites for specialty gynecological care.

To prevent, diagnose and treat breast cancer, Holy Cross Health operates Mammogram Assistance Program Services (MAPS), which provides breast health education, early breast cancer screenings and treatment for underserved residents of Montgomery and Prince George's counties. With support from community partners such as the Maryland Soccer Foundation, which hosts an annual Discovery Cup tournament to raise money for MAPS, the program has educated more than 192,000 community members on the importance of breast health; screened approximately 6,500 adults for breast cancer; and detected at least 52 incidences of breast cancer since its inception more than 10 years ago.



Last May, when a work accident left Franklin Zenteno with a fractured wrist, he came to the Holy Cross Health Center in Germantown after being turned away from another health care provider because he was uninsured.

"I feared my hand would not work again, but I was treated very well at the center and my wrist is much better. I am happy to have the health center for my primary care now also." Franklin Zenteno (shown here with Elizabeth Giese, MD, Holy Cross Health Center in Germantown)





#### Overcoming Barriers to Behavioral Health

Holy Cross Health Centers offer community access to behavioral health services, often overlooked or unavailable for distressed populations, who are at-risk for mental health issues such as depression or anxiety due to social and economic concerns.

Incoming patients are screened for mental health concerns, and an on-site counselor is available to offer support. There are also regular meetings with a psychiatrist to facilitate medication if needed.

Holy Cross Health Centers served 765 unique patients with behavioral health services in 2015 at centers in Silver Spring, Aspen Hill (shown above) and Gaithersburg.

"This is a unique and very successful model of care for mental health issues, reaching those who otherwise might not get help," says Elise Riley, MD, medical director, Community Care Delivery, Holy Cross Health Network.

#### Serving

Holy Cross Health Centers provide primary care, screenings, chronic disease management, behavioral health, preventive care, health education and follow-up care for emergency department and inpatient visits.

#### Family Services at Holy Cross Health Center in Germantown

The new Holy Cross Health Center in Germantown, which opened in May, represents an important step forward in accommodating entire families. Family care providers are on-site to treat adult and pediatric patients so that a true familycentered medical home can be developed for better and more consistent care in one convenient location.

Nathalie Biyo, mother of four children under 18, said she was very happy to hear that the Holy Cross Health Center in Germantown offered pediatric services in addition to adult primary care. She brought her children to the center for the first time in May, when her daughter suffered a sore throat, and said they were treated very well. Nathalie and her family are insured through Maryland Physicians Care, the fourth largest Medicaid-managed care organization in Maryland, which is partially owned by Holy Cross Health. Her husband, Auguste, had previously received care from the Holy Cross Health Center in Silver Spring.

"It is hard to find a family doctor these days, where we can all go to one place and get good medical care, so I am very glad the health center is here, and so convenient to my home. I plan to take all of the kids there." Nathalie Biyo (shown below, second from the right, with her family)



#### Succeeding

In fiscal 2015, Holy Cross Health's four primary care health centers provided 31,890 patient visits to 8,824 unique patients. More than 61 percent of the patients utilizing the health centers were returning for ongoing services.

#### **Improving Health**

Since 2001, Holy Cross Health has provided prenatal care to more than 21,000 women in need through the Maternity Partnership Program.

### Supporting Self Care

Holy Cross Health's Community Health department offers a wide variety of programs to help community members prevent or manage chronic diseases such as diabetes, heart and lung diseases, and others.

Holy Cross Health has developed a number of programs to help those with chronic illness live well despite their health problems. Classes in disease management and exercise are available for people coping with long-term chronic medical conditions, such as high blood pressure, diabetes, arthritis, asthma and others. Classes focus on illness management and teach participants how to take control of their own health.

"Evidence suggests that self-management of chronic diseases and other long-term conditions could make those living with the conditions feel better, reduce their risk for hospitalization and emergency department visits, and even lower their medical costs," says Sarah McKechnie, manager, Community Fitness.

"Our doctors and nurses provide assessment, education and a specialized care plan for our patients with diabetes and cardiovascular disease."

Elise Riley, MD, medical director, Community Care Delivery (shown left)

#### **Preventing Disease and Disability**

The prevention or management of chronic conditions can drastically affect life and its quality. Chief among these chronic conditions is diabetes; a major problem in our area and one with serious, yet often preventable, consequences.

Holy Cross Health offers programs throughout the area to address this need. Our comprehensive 16-week Diabetes Prevention Program helps highrisk participants modify their lifestyles, with a special focus on healthy eating and being active. Likewise, our Falls Prevention Program aims to improve balance and strength, while reducing the fear of falling. This free program builds awareness; measures gait, agility and other factors; and trains participants in fall avoidance techniques.

### Succeeding



"In addition to the physical benefits, the group is unbelievably supportive of one another. They lift each other up."

Kim Crilly, RN, MS, coordinator, Pulmonary Maintenance Program, Community Fitness (shown above)

#### Serving

Holy Cross Health's community health programs include physical activities, health screenings, vaccinations, seminars and lectures, chronic disease prevention and management, wellness and education, and support groups.

#### Succeeding

In 2015, community members had 23,394 participation encounters in Holy Cross Health's self-care programs.

#### **Improving Health**

The Pulmonary Maintenance Program teaches participants how to improve their energy level, understand symptoms, and self-manage their oxygen levels and blood pressure. It also reduces social isolation and improves mental health and acuity.



#### **Breathing Easier with Pulmonary Maintenance**

An important program for those with lung conditions is the Pulmonary Maintenance Program, where patients are referred for long-term participation once they have successfully completed the Pulmonary Rehabilitation Program at Holy Cross Hospital.

The Pulmonary Maintenance Program is always filled to capacity, as participants remain in the twice-weekly, medically supervised fitness program for years.

"Our classes are filled and people are very motivated to work hard, because they realize that exercise and fitness are vital to managing their condition," says Kim Crilly, RN, MS, coordinator, Pulmonary Maintenance Program, Community Fitness.

Eugene Davis, 77, was diagnosed in 2009 with idiopathic pulmonary fibrosis (IPF), a chronic and progressive lung disease. After five years and two rounds of Pulmonary Rehabilitation at Holy Cross Hospital, Gene was transitioned a year ago into the Holy Cross Pulmonary Maintenance Program for physical and psychological support managing his IPF and preserving his lung function. Gene says he rarely misses a session, and he plans to stay in the program as long as he is able to do so.

"We learn a lot about how to use the exercise equipment to maintain our condition and keep in shape. But the best part is the camaraderie and the inspiration you get from other people in the program. There is one lady in the class who is in her 90s—her spirit and determination are very inspiring to me." Gene Davis (shown above)

### Encouraging Fitness for All

Regular exercise and physical conditioning are proven to prevent or alleviate many of the most pervasive health issues facing the individuals and communities we serve—including obesity, cardiovascular disease, diabetes and age-related conditions.

"Our goal is to improve health not only now, but for generations to come." Sarah McKechnie, manager, Community Fitness

> Holy Cross Health has responded to our communities' needs for fitness with an extensive network of free or low-cost community health programs offered in convenient locations throughout Montgomery and Prince George's counties, more than 30 of which promote fitness and physical activity for residents of all ages.

> From yoga for expectant mothers, to Better Bones, an exercise class focused on reducing osteoporosis and bone loss in seniors, Holy Cross Health offers an extensive variety of programs to address specialized health needs, target at-risk populations, and provide opportunities to more effectively manage chronic illness.

> "Our fitness programs are based on a philosophy of teaching self-management for health, even for the youngest participants," explains McKechnie.

#### **Improving Health at Every Age**

Thousands of participants across the region receive physical and emotional support, as well as health education and more, from two popular Holy Cross Health fitness programs: Kid's Fit (see page 11) and Senior Fit.

Celebrating its 20th anniversary this year, Senior Fit has become the region's largest organized physical activity program for seniors 55 and older. This 45-minute exercise class has grown to 69 classes offered at 24 community-based sites each week, serving an average of 1,230 participants weekly.

Holy Cross Health has forged important community partnerships with Kaiser Permanente of the Mid-Atlantic States, National Lutheran Communities & Services, Montgomery County Department of Recreation, the Maryland-National Capital Park and Planning Commission, Asbury Methodist Village and local churches to ensure that Senior Fit continues to provide both recreational and social benefits to the community.

Keith Federman is an instructor for Senior Fit and Kid's Fit classes, and sees a tremendous benefit from regular physical exercise and social interaction for both age groups.

> "We have some seniors who never miss a class, even into their 90s," says Federman, who has taught classes since 2006.

"I was depressed before I started Senior Fit. Now I feel much better and more relaxed. I push myself to come to class and I never miss a class, even when I don't feel like coming."

Chetna Shukla, Senior Fit participant (shown right)

### Improving Health



"You have to move your body or your muscles will atrophy. When I miss a class, I can tell." Seda Gelenian, Senior Fit participant (shown above)

#### Serving

In fiscal 2015, Kid's Fit held 287 classes at Housing Opportunities Commission locations throughout Montgomery County, for a total of 5,018 encounters for the year. Senior Fit held 2,958 classes for a total of 113,048 encounters for the year.

#### Succeeding

More than 70 percent of Kid's Fit participants completed the President's Challenge Test, with improvement in scores for both girls and boys. Approximately 86 percent of Senior Fit participants performed "above standard" on recent fitness assessments testing strength and agility.

#### **Improving Health**

The rate of obesity in Montgomery and Prince George's counties for adolescents has declined since 2010. For seniors, a 2015 survey of Senior Fit participants found that 99 percent experienced improved flexibility, while 97 percent reported improved balance. "I have made a lot of new friends, and I like coming to Kid's Fit after school. I know that it is important to be active—your heart needs to wake up, and your brain needs to wake up too. That's what happens when you exercise."

Jonathan (shown below with his sister, Sarah, and Kid's Fit instructor, Keith Federman)

#### **Exercising Young Bodies and Minds**

Kid's Fit, offered in partnership with the Housing Opportunities Commission of Montgomery County, provides free exercise, healthy snacks, and nutrition and fitness education to children ages 6 to 12 in four Housing Opportunities Commission sites, including Georgian Court, Stewartown Homes, Shady Grove and The Willows. The program is held twice weekly for an hour after school.

Jenny Bermudez, mother of two Kid's Fit participants, is grateful for a safe and positive after-school atmosphere for her son Jonathan and daughter Sarah while she is working. "If it wasn't for Kid's Fit they would be sitting home and watching TV, or running around with their friends," says Jenny. "My son has been going for six years and he loves it, and now his sister loves it too."

In addition to improving physical fitness and reducing childhood obesity, Kid's Fit stresses the importance of teamwork and good sportsmanship, as well as perseverance in reaching goals. "We can count their push-ups or track how fast they can run a mile, but the real success I see over and over again is how much the children grow and develop as a result of the classes," says Federman.



#### 2015 Holy Cross Health Board of Directors

Holy Cross Health is governed by dedicated, diverse and primarily local leaders who volunteer their time and talents to advance Holy Cross Health's mission to be the most trusted provider of health care services in our area.

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#### 2015 Holy Cross Health Foundation Board of Directors

Equally committed leaders govern the Holy Cross Health Foundation, a 501(c) (3) not-for-profit organization created with the express purpose of raising philanthropic funds to support the mission and operational success of Holy Cross Health.

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#### Holy Cross Health By the Numbers



\*Fiscal 2015 statistics

### 2015 Community Benefit

#### Highlights of Fiscal 2015 Quantifiable Community Benefits\*

In fiscal 2015\*\*, Holy Cross Health provided more than \$61 million in community benefit including more than \$32 million in financial assistance.

#### TOTAL HOSPITAL COMMUNITY BENEFIT \$61,619,939\*

#### COMMUNITY HEALTH SERVICES 249,991 encounters

**\$5,748,077** benefit

#### HEALTH PROFESSIONS EDUCATION 11,059 encounters \$4,523,859 benefit

#### MISSION-DRIVEN HEALTH CARE SERVICES 54,794 encounters \$16,384,684 benefit

RESEARCH 1,202 encounters \$301,205 benefit

#### FINANCIAL CONTRIBUTIONS

16,800 encounters \$125,712 benefit

COMMUNITY-BUILDING ACTIVITIES 32 encounters \$56,490 benefit

#### COMMUNITY BENEFIT OPERATIONS 78 encounters \$754,408 benefit

#### CHARITY CARE \$32,033,374 benefit

MEDICAID ASSESSMENTS\*\* \$1,692,130 benefit



\*Prepared according to guidelines established by the Maryland Health Services Cost Review Commission.

\*\*Beginning in fiscal 2011, the Maryland Health Services Cost Review Commission required Maryland hospitals to account for Medicaid provider taxes for which hospitals do not receive offsetting revenue.



#### A Tradition of Meeting the Needs of the Community

In the past five years, Holy Cross Health has provided more than \$252 million in **community benefit** including more than \$132 million in **charity care**.

### Serving Our Community

MONTGOMERY

COUNTY

14 HOLY CROSS HEALTH

#### **Holy Cross Health Locations**

#### **About Holy Cross Health**

We are a health care system of connected hospitals, health centers, primary care sites and innovative community outreach and education programs that are working together to provide much-needed, high-quality health care to our entire community. The Holy Cross Health Foundation is a not-for-profit organization devoted to raising philanthropic funds to support the mission of Holy Cross Health and to improve the health of the community.

#### Hospitals

95

Holy Cross Hospital 1500 Forest Glen Road Silver Spring, MD 20910 301-754-7000

2 Holy Cross Germantown Hospital 19801 Observation Drive Germantown, MD 20876 301-557-6000

#### **Health Centers**

Holy Cross Health Center in Aspen Hill 13975 Connecticut Avenue Aspen Hill, MD 20906 301-557-1950

Holy Cross Health Center in Gaithersburg 702 Russell Avenue Gaithersburg, MD 20877 301-557-1800

Holy Cross Health Center in Silver Spring 7987 Georgia Avenue Silver Spring, MD 20910 301-557-1870 6 Holy Cross Health Center in Germantown 12800 Middlebrook Road Suite 206 Germantown, MD 20874 301-557-2140

#### Specialized Care Centers and Services

Holy Cross Home Care and Hospice Trinity Home Health Services 11800 Tech Road Silver Spring, MD 20904 301-754-7740

8 Holy Cross Radiation Treatment Center

2121 Medical Park Drive Suite 4 Silver Spring, MD 20902 301-681-4422

#### Sanctuary at Holy Cross

A Trinity Senior Living Community 3415 Greencastle Road Burtonsville, MD 20866 301-557-1400

#### Holy Cross Dialysis Center at Woodmore 11721 Woodmore Road Suite 190 Mitchellville, MD 20721 301-390-7270

#### **Primary Care Sites**

11 Holy Cross Health Partners in Kensington 3720 Farragut Avenue Kensington, MD 20895 301-949-4242

Holy Cross Health Partners at Asbury Methodist Village 201 Russell Avenue Gaithersburg, MD 20877 301-557-2110

#### Education and Wellness Centers

B Holy Cross Resource Center 9805 Dameron Drive Silver Spring, MD 20902 301-754-7000

 Holy Cross Senior Source
 8580 Second Avenue
 Silver Spring, MD 20910
 301-754-3404

#### • Community Health Programs

Holy Cross Health offers more than 50 community health programs including fitness classes, support groups and self-care management. These low cost or free programs are offered to the public at more than 140 locations.

#### • Faith Community Nurse Programs

Holy Cross Health partners with more than 50 religious communities throughout the area to support the Faith Community Nurse Program. Holy Cross Health assists faith community nurses and health ministry teams in educating, empowering and equipping members of their faith communities in the pursuit of health, healing and wholeness.

For more information, visit HolyCrossHealth.org

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Holy Cross Health is a Catholic, not-for-profit health system that serves patients through two hospitals, health centers, specialized care centers and innovative community-based outreach and education programs, with the commitment to be the most trusted health care provider in the area.

**Holy Cross Hospital** is one of the largest hospitals in Maryland.

Holy Cross Germantown Hospital, opened in 2014, brings much-needed, high-quality health services to the fastest-growing region in Montgomery County.

Holy Cross Health Network builds and manages relationships with physicians, insurers and other health care organizations; operates health centers for low-income individuals and primary care sites; offers a wide range of health and wellness programs; and oversees Holy Cross Health's community benefit program.

The Holy Cross Health Foundation is a not-forprofit organization devoted to raising philanthropic funds to support the mission of Holy Cross Health and to improve the health of our communities.

**Holy Cross Health** is a member of Trinity Health of Livonia, Michigan, one of the largest multi-institutional Catholic health care delivery systems in the nation.

To learn more about how we are meeting the complex health care needs of our diverse community, visit **HolyCrossHealth.org.** 



#### HC HOLY CROSS HEALTH

1500 Forest Glen Road Silver Spring, MD 20910 301-754-7000 For more information about Holy Cross Health's community benefit, contact Kimberley McBride, community benefit officer, at 301-754-7149 or mcbrik@holycrosshealth.org.

#### HolyCrossHealth.org