

engaging communities,  
improving health



2012 Community Benefit & Engagement report

Alina Health 

# engaging communities, improving health

## 2012 Community Benefit & Engagement report

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Dear Friends:

At Allina Health, our mission is to serve our communities by providing exceptional care, as we prevent illness, restore health and provide comfort to all who entrust us with their care.

Serving our communities extends beyond the bricks and mortar of our more than 90 clinics and 11 hospitals. It means connecting with our communities—working together to build community health initiatives that focus on improving health and preventing illness.

As a not-for-profit health system, Allina Health has more than 24,000 employees and physicians who strive each day to meet our vision: put the patient first, make a difference in people's lives by providing exceptional care and services, create a healing environment where passionate people thrive and excel, and lead collaborative efforts that solve our community's health care challenges.

In 2012, Allina Health contributed more than \$200 million to improving the health of our communities—from providing charity care to conducting groundbreaking research to launching new programs, partnerships and investments to improve the health of those we serve in Minnesota, western Wisconsin and beyond.

We do this by connecting with patients, families, neighbors, schools and other organizations to creatively address public health and wellness challenges. We also do this through our Mission Matters employee volunteerism program, which supports employees' efforts to give back here and around the world.

In this annual report, you will learn more about the programs, partnerships and investments Allina Health has made to connect with our communities to fulfill our mission. Many of our ambitious programs and initiatives are addressing some of the most complex challenges we face in health care.

This report provides a snapshot of some of these partnerships. To learn more about our community involvement, please visit [allinahealth.org](http://allinahealth.org).

In good health,



Ellie Zuehlke, director of Community Benefit & Engagement



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# 2012 Allina Health community contributions

(Dollars in thousands)

Cost of providing charity care	\$30,400
Costs in excess of Medicaid payments	53,400
Medicaid surcharge	21,600
Minnesota Care tax	41,100
Community services	9,000
Subsidized health services	2,500
Education and work force development	23,100
Research	10,500
Cash and in-kind donations	3,500
Community building	700
Other community benefit cost	4,400
<hr/>	
<b>Total cost of community benefit</b> (as defined by CHA/VHA guidelines)	<b>\$200,200</b>
Costs in excess of Medicare payments	\$156,900
Other care provided without compensation (bad debt)	76,200
Discounts offered to uninsured patients	39,200
Taxes and fees	5,600
<hr/>	
<b>Total value of community contributions</b>	<b>\$478,100</b>



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# what happens when Allina Health connects with the community?

## Volunteers unite.

**64,810** hours of time was volunteered by **2,148** Allina Health employees in more than **500** nonprofit organizations.

## Communities engage.

More than **3.8 million** people were reached through community health education efforts in 2012.

## People get screened.

**9,278** individuals were screened at **378** events for high blood pressure, obesity, heart disease, stroke, peripheral vascular disease and/or diabetes.

## Money is raised.

**\$899,887** was raised through the employee giving campaign to support community programs.

## Care improves.

**\$10.5 million** was invested in clinical and community health research to improve how we care for our patients and communities.

## Good causes get a boost.

**\$1.2 million** was invested in community organizations.

## Students learn.

**5,500** students, family members, school staff and health care providers participated in School Health Connection™.

## Lives are saved.

**98** automated external defibrillators (AEDs) were placed and **4,000** people trained in CPR and AED use.

## Global neighbors benefit.

**130** Allina Health employees volunteered in **24** countries around the world.



health improves.

# Neighborhood Health Connection™

An innovative program that helps neighbors get healthier, together

**Research shows that neighbors who do things together are healthier and happier.**

Launched by Allina Health in April 2012, Neighborhood Health Connection™ gives people the tools to create informal neighborhood groups and offers those groups fun and creative ways to make themselves and their communities healthier.

Neighborhood Health Connection™ supports wellness and promotes healthy lifestyles – one neighborhood at a time. This approach is based on more than 50 years of research that shows people with strong community connections and positive social support are healthier and happier.

The goal of Neighborhood Health Connection™ is to help neighbors make new personal connections and strengthen existing ones through healthy activities.

Neighborhood Health Connection™ grant program provided neighborhood groups with money to support health and wellness activities. The program is open to Allina Health employees, individual community members and organizations throughout Allina Health communities.

Allina Health learned that more than 70 percent of participants intended to improve their lifestyle habits over a six-month period with 100 percent of the organizations involved rating the overall satisfaction with Neighborhood Health Connection™ as very high or high.





## Neighborhood Health Connection™ at a glance

- more than 35,000 people served in 2012
- Allina Health invested in the health of the community by providing financial support to 180 neighborhoods and community organizations for activities that promote wellness
- approximately 1,000 people participated in pedometer fitness challenges walking 129,425 miles over six weeks
- approximately 1,000 people received health screenings at 34 events
- healthy activity grants for neighborhood groups of up to \$250 and organizations up to \$2,500 to support health initiatives
- free health screenings offered in community locations such as churches, community centers and schools
- *neighborhoodhealthconnection.org* website launched, which offers neighborhood groups a toolkit to get started on the path to better health, including tips for recruiting neighbors to planning group activities, door hangers, flyers and activity sheets



## The importance of connections to health

- social relationships have significant effects on mental and physical health
- health outcomes can “spread” widely through social networks
- people are more likely to stick with healthy activities if they do them with other people, and greater social connection may foster a sense of meaning and purpose in life

Source: *Journal of Health and Social Behavior*  
November 2010 vol. 51 no. 1 suppl S54-S66.

# School Health Connection™

## Improving the health of children by supporting healthy schools

In August 2012, Allina Health launched School Health Connection™, a new program designed to encourage healthy lifestyles in students, teachers and families. It supports schools for a full academic year by providing health-education tools, resources, grant funds, consulting physicians, online learning resources, teacher trainings, and community events such as free health screenings for teachers and parents.

"I regularly read to students in classrooms. Recently, I watched as Lincoln students did 10 minutes of circuit training (training and equipment had been provided by the Allina Health School Health Connection™ grant). Our reading session followed, and I've never worked with a more attentive group of students." *Dave Webb, PhD, South St. Paul superintendent of schools*



**Grant funding:** Ten schools were awarded grants of \$10,000 each through a competitive application process. Each grant provides \$9,000 to support healthy-lifestyle programs or equipment needs in the school and \$1,000 to fund a student-generated idea to improve health.



**Consulting physician:** A physician from a local Allina Health primary care clinic also consults with each school on a monthly basis for a full academic year, helping teachers, administrators and students proactively respond to health issues affecting their school.



**In-service training:** Allina Health professionals provide two one-hour in-service training sessions for teachers and staff on topics selected by the school. Topics include youth obesity, nutrition, emotional/mental health, concussion prevention and treatment, or an issue specific to the school community.



**Online learning tools:** School staff and teachers have access to Health Powered Kids™, an online learning tool, developed by Allina Health experts, that provide engaging lessons on being active, nutrition and mind-body balance.



**Community events:** Allina Health staff work with the school to collaboratively hold a health fair for students, staff and families. The Allina Health Mobile Wellness Center, parked outside the event site, provides free health screenings to parents and staff.



## The following schools were selected as School Health Connection™ sites for the 2012-2013 school year:

- Braham Elementary School - Braham, MN
- Lafayette Charter School - Lafayette, MN
- Lakes International Language Academy - Forest Lake, MN
- Lincoln Center Elementary School - South St. Paul, MN
- Loring Community School - Minneapolis, MN
- Park Brook Elementary School - Brooklyn Park, MN
- Parkside Elementary School - Buffalo, MN
- Saint Bridget Parish School - River Falls, WI
- Shakopee Area Catholic School - Shakopee, MN
- Wilson Elementary School - Owatonna, MN

“By embracing schools and helping school communities to be healthier, Allina Health is making an investment in the future health of communities we serve,” said Kenneth Paulus, president and CEO of Allina Health. “We know that building a culture of good health is an important part of our mission, and getting our young people engaged is crucial to that endeavor.”



“Young people who engage in healthy activities get better grades and feel better about themselves. Schools can play critical role in helping establish those healthy behaviors that lead to academic—and lifelong—success. The schools we selected are committed to using the resources we provide to not only enhance the health and fitness of their students, but also to engage the families of their students—making this a true community health improvement effort.”

*Michael Marshall, MD, president, Allina Health Clinic Division*



# Free Bikes 4 Kidz



Physical activity is a foundation of good health and biking is a great way for kids to be active, but many children in our communities don't have access to bikes. To address this, Allina Health teamed up with Free Bikes 4 Kidz.

Free Bikes 4 Kidz is a nonprofit, Minnesota-based organization dedicated to helping kids ride into a healthier, happier childhood by providing bikes to children in need. The partnership between Free Bikes 4 Kidz and Allina Health was established in 2011. Free Bikes 4 Kidz works with local nonprofits to identify children in need of a bike from low-income and underserved families.

More than 800 employees and volunteers gathered on Saturday, Oct. 13, at 48 Allina Health locations to collect more than 5,300 donated bikes, surpassing the goal of 5,000 gently used or new bikes.

By the end of the donation day, bikes filled two warehouses in Hopkins and Maplewood. The donated bikes were cleaned, repaired and refurbished before being distributed with helmets and bike safety information to children in Minnesota and Wisconsin during a bike giveaway event the first Saturday in December 2012. More than 200 Allina Health employees also volunteered to clean and repair used bikes, and to help fit bikes and helmets for children.



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“It was amazing to see how Allina Health employee volunteers and community members came together for children in need and to promote physical activity,” said Ellie Zuehlke, director of Community Benefit & Engagement. “Through our collective efforts, more than 5,000 children received a bike of their own during the holiday season.”



# Health Powered Kids™

Developed by experts at Allina Health, Health Powered Kids™ is an online educational resource designed to empower children ages 3 to 14 to make healthier choices about eating, exercise, keeping clean and managing stress.

According to Susan Nygaard, RN, Allina Health manager of Community Health Improvement, the lessons support national health and physical education teaching standards, so teachers are able to cross-reference Health Powered Kids™ lessons within existing lesson plans.

"In addition to our tested exercise and nutrition lessons, we're also helping parents, teachers and community leaders talk about stress management and hygiene," said Nygaard. "This fills a major need in the community. We need to look holistically at children's health and we know that these areas have a direct impact on how children learn and live a balanced, healthy life."

To develop the online resource, Allina Health piloted Health Powered Kids™ with the 10 schools chosen as the School Health Connection™ sites in 2012. More than 600 individuals,

home school families, child care professionals, elementary school educators and other community organizations such as 22 YMCA branches and Girl Scout chapters across the Allina Health service area have started using the Health Powered Kids™ lessons and activities.

"I started using the exercises on Health Powered Kids™ to help my class burn off a little extra energy and refocus during the long afternoons," said Erin Cramer, a third-grade teacher at Park Brook Elementary in Brooklyn Park, Minn. "By accessing the website directly from my classroom, the kids can see the visuals right on the board. They love it."



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





"I am so impressed with Allina Health and its commitment to making people well in all aspects of life. As an elementary teacher in an International Baccalaureate school, we teach through inquiry and concepts. One of our goals as teachers is to help our learners strive to be balanced—to understand the importance of intellectual, physical and emotional balance to achieve personal well being for themselves and others. Health Powered Kids™ gives us the tools our students and teachers need to incorporate nutrition, hygiene, fitness and healthy lifestyle choices into our school and curriculum."

*Jennifer Sexauer, elementary school teacher,  
Lincoln Center Elementary School, South  
St. Paul, Minn.*

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### Health Powered Kids™ includes:

- More than 50 online lessons and activities on nutrition, physical fitness and mind-body balance for children age 3-14
- Take-home newsletters for parents to see what their child learned in class and get involved from home
- Power Chargers – quick 2, 5 and 10-minute exercises to use as activity breaks at school or home

# Healthy Communities Partnership



In May 2012, Allina Health and the George Family Foundation launched the Healthy Communities Partnership, a three-year, \$6.5 million program to screen, assess and improve the health of residents in 13 communities throughout Minnesota and western Wisconsin. The Penny George Institute for Health and Healing, part of Allina Health, manages the partnership.

"Our country currently spends \$2.5 trillion on health care, 70 percent of which is spent on lifestyle related disease," said Courtney Jordan Baechler, MD, preventive cardiologist and vice president of the Penny George Institute for Health and Healing. "We are thrilled to be moving

upstream and affecting the very behaviors that cause these diseases, such as stress, nutrition, physical activity and mental health."

The program's goal is to help prevent deaths and chronic diseases related to poor nutrition, inadequate exercise, smoking and hazardous drinking. Local hospital representatives, primary care physicians and other community health leaders are working together to establish sustainable wellness programs and to collaborate on efforts to improve the health of residents.

"At the local level, this is an opportunity to identify ways to achieve sustainable improvements in community wellness," said Steve Cook, mayor of Hutchinson. "By giving each community the flexibility to identify what will work best for it, a greater sense of ownership is provided. At the same time, communities can learn from each other and, as a result, we all have an opportunity to contribute to something that has the potential to have an even greater impact."

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## Community partners include:

- Baldwin Area Medical Center, Baldwin, Wis.
- Buffalo Hospital, Buffalo, Minn.
- Cambridge Medical Center, Cambridge, Minn.
- Cuyuna Regional Medical Center, Crosby, Minn.
- District One Hospital, Faribault, Minn.
- FirstLight Health System, Mora, Minn.
- Grand Itasca Clinic & Hospital, Grand Rapids, Minn.
- Hutchinson Health, Hutchinson, Minn.
- Regina Medical Center, Hastings, Minn.
- Rice Memorial Hospital, Willmar, Minn.
- Ridgeview Medical Center, Waconia, Minn.
- River Falls Area Hospital, River Falls, Wis.
- Riverwood Healthcare Center, Aitkin, Minn.





## Healthy Communities Partnership core components

- baseline screenings to measure individual and community “health scores”
- an online tool called The Family Health Manager for participants to see their health data, set goals and track progress
- an inventory of local resources to identify gaps in local wellness programming
- a wellness care guide to work with participants on health improvement plans that combine medical and non-medical approaches
- program ambassador to coordinate program activities
- annual re-screenings

# Mission Matters

Allina Health employees consistently walk the talk when it comes to living the Allina Health mission in the community.

Allina Health established Mission Matters, its employee volunteerism program, in 2011. Since then, thousands of employees have demonstrated passion for their communities through volunteering and participating in charitable walks, runs and bicycle rides.

Mission Matters is comprised of three programs: **Dollars for Doers, Walks, Runs & Rides** and the **Global Fund**. Through the Dollars for Doers and Walks, Runs & Rides programs, Allina Health employees can direct charitable contributions to eligible nonprofit organizations of their choice.

For the Walks, Runs & Rides program, employees record their participation in events benefiting charitable organizations and Allina Health makes a contribution to that organization based on the number of employees who sign up for the event. The more Allina Health employees who participate in an event, the larger the charitable contribution made to the benefiting organization.

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## Supporting employees' service in the community

Dollars for Doers rewards employees who volunteer with eligible nonprofit organizations by making a charitable contribution for each 20 hours of volunteer service contributed. Employees may earn up to three contributions per year for the organizations of their choice.



## Mission Matters 2012: By the numbers

- 64,810 volunteer hours were tracked in support of more than 500 nonprofit organizations
- employees participated in 131 charitable walks, runs and bicycle events
- Allina Health donated more than \$124,000 in charitable contributions to more than 1,000 eligible nonprofit organizations in local communities based on employee volunteerism.



## Global Fund

Allina Health supports employees who give their time and talents around the world.

Since May 2011, hundreds of Allina Health employees and affiliated physicians have shared their dedication to the Allina Health mission through volunteerism in communities around the world. Through the support of the Mission Matters Global Fund, Allina Health provides up to \$1,000 in grants to employees who volunteer outside of the Allina Health service area. In 2012, the Global Fund supported 130 people on trips to 24 countries.

The Global Fund has supported volunteer efforts such as medical mission trips, building houses for Habitat for Humanity and providing assistance immediately following disasters.

"Mission Matters supports Allina Health employees as they change lives and create measureable improvements throughout our community through volunteerism," said Aimee Pappenfus, manager of employee volunteerism and charitable contributions. "The Global Fund helps support employees who volunteer outside of our service area, and connects the Allina Health mission to the global community."



## Allina Health employees gain perspective, give of their expertise through the Global Fund

**Kristin Schweiss**, a medical laboratory technician at Allina Medical Clinic – Woodbury, went on a trip to Tanzania, Africa with Our Savior’s Lutheran Church. She spent part of her trip at a school. While at the school, her group donated hundreds of eyeglasses and toothbrushes. The group also brought medical supplies and fresh fruit for patients in clinics. Returning to the United States, Schweiss gained respect for the hardworking people of Tanzania and hopes to encourage others to go make a difference as well.

“It is easy to look at how someone lives and judge, but after meeting these people and being welcomed into their homes, I have so much more respect for how hard they work and how much they struggle for the same things we take for granted such as a home, food and water,” said Schweiss.

**Garrick Olsen, MD**, a family medicine physician at Allina Medical Clinic – Hastings, went to Tanzania with the organization Shoulder to Shoulder. He saw patients for a variety of reasons such as heart failure, malaria encephalitis, C-sections and various screenings. More than 100 people directly benefitted from Olsen being in Tanzania, and countless others through his time spent teaching and learning from doctors there.

**Dan Greene, RN**, Abbott Northwestern Hospital, spent one week volunteering his time in Port-au-Prince, Haiti. He worked 12-hour shifts and lived on the hospital grounds. His breakfasts usually included ketchup sandwiches or room temperature spaghetti. Dan worked to establish rapport with Haitian nurses and spent a lot of time teaching them as well.

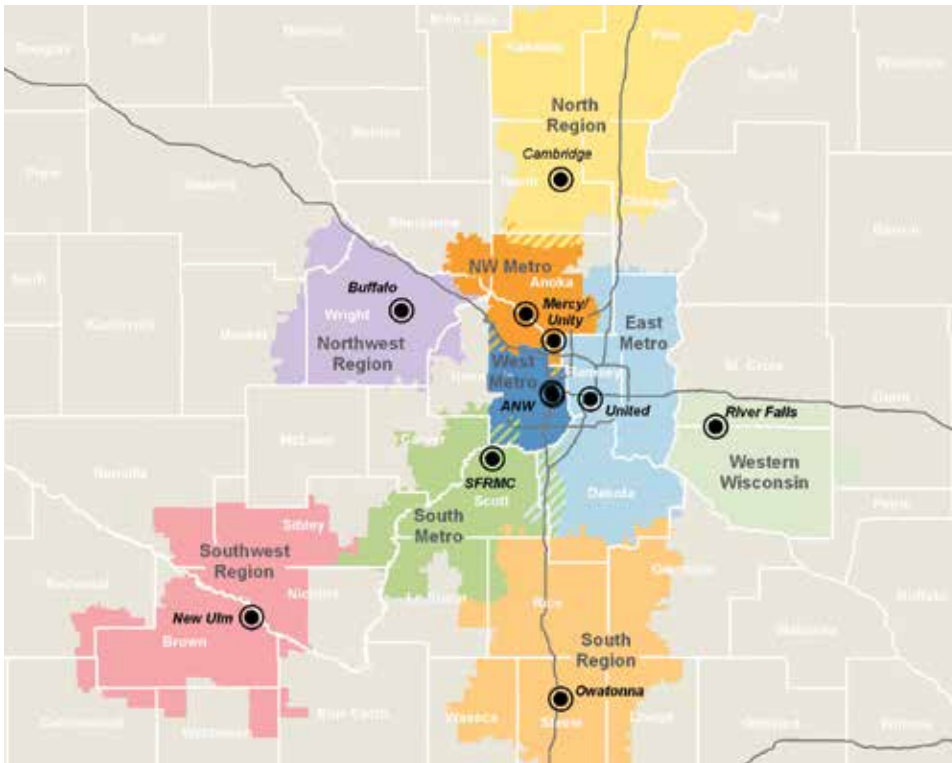


“Personally, the experience gave me the opportunity to hone my skills in physical diagnosis, since we had virtually no laboratory testing or imaging available to us in the clinic. I developed a renewed appreciation for how much can be accomplished even with basic medical equipment.” – *Eric Barth, MD, pediatrician*

“The perspective and insight I’ve gained is priceless. In one week, I grew as a person, a mom and as a nurse.” – *Jackie Bargman, RN*

“Using the resources we currently have more appropriately is one of the biggest concerns that has been brought to my attention since returning from Haiti.” – *Jayne Bawdon, RN*

# our communities



A not-for-profit health care system, Allina Health is dedicated to the prevention and treatment of illness and enhancing the greater health of individuals, families and communities throughout Minnesota and western Wisconsin.

## TWIN CITIES METRO AREA:

### ● Northwest Metro Region

The Northwest Metro Region includes both Mercy Hospital and Unity Hospital, and primarily serves communities within Anoka County. It also includes areas within Sherburne and Hennepin counties.

### ● South Metro Region

The South Metro Region includes St. Francis Regional Medical Center and primarily serves Scott and Carver counties. It also includes communities in Sibley, Le Sueur, Dakota and Hennepin counties.

### ● West Metro Region

The West Metro Region includes Abbott Northwestern Hospital and Phillips Eye Institute and serves communities within Hennepin County, with Minneapolis being the largest city in the region.

### ● East Metro Region

The East Metro Region includes United Hospital and serves Ramsey, Washington and Dakota counties. This region spans the eastern edge of Minnesota into the metro area surrounding the city of St. Paul.

## GREATER MINNESOTA:

### ● North Region

The North Region includes Cambridge Medical Center and serves small and rural communities within Isanti, Chisago, Kanabec and Pine counties north of the metropolitan area of Minneapolis and St. Paul.

### ● Northwest Region

The Northwest Region includes Buffalo Hospital and is located west of the metropolitan area of Minneapolis and St. Paul. This region primarily serves Wright County, but also serves communities within Stearns, Meeker and Hennepin counties.

### ● Southwest Region

The Southwest Region is located in south central Minnesota and includes New Ulm Medical Center. The region serves communities and rural areas in and around Brown County and communities within Sibley and Nicollet counties.

### ● South Region

Located south of the Twin Cities metropolitan area, the South Region serves small and rural communities in and around Steele, Rice, Waseca, Dodge and Goodhue counties.

### ● WESTERN WISCONSIN:

This region is served by River Falls Area Hospital and includes small and rural communities within Pierce and St. Croix counties.

● Allina Health hospitals



At Allina Health, we improve the health of the communities we serve, not only in medical settings, but wherever people live, learn and work. We're connecting our communities with the resources and information they need to lead healthier lives.



## engaging communities, improving health

At Allina Health, we believe health care is more than just treating people when they are sick. We are committed to improving community health and helping people to live healthier lives.

As a trusted and compassionate partner, Allina Health ensures community benefit and engagement is an integral part of our culture and strategic plan. We invest in these efforts, not because we have to, but because we believe in them.



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