

# **Community Benefits Report**

## **Fiscal Year 2010**

**Flagstaff Medical Center**  
**Verde Valley Medical Center**  
**Northern Arizona Healthcare**

# Community Benefit Stories

**The following stories illustrate the community benefits provided by  
Flagstaff Medical Center, Verde Valley Medical Center  
and Northern Arizona Healthcare**

## Fighting Cancer in Northern Arizona Through Early Detection

Early detection is often the key to saving the lives of cancer patients. That's why each year, the Cancer Centers of Northern Arizona Healthcare host a series of free or low-cost screenings designed to help residents in our communities identify issues as soon as possible. The screenings, which are offered in conjunction with local physicians, include tests for colorectal cancer, prostate cancer and skin cancer.

In FY 2010, the Cancer Centers screened 429 patients during the three events. Thirty-eight percent or 165 of the patients screened had positive results and were referred for follow-up care with their physicians. The highest number of positive findings were for skin cancer, with 142 patients being found to have a pre-cancerous or cancerous condition.

Other benefits the Cancer Centers of Northern Arizona Healthcare provide to the community:

- The Expressive Arts Discovery Program allows cancer patients the opportunity to be artists through hands-on workshops with professional artists from the Dry Creek Arts Fellowship. The patients' works of art developed from the workshops are displayed in a gallery-type setting at The Taylor House, FMC's hospitality house.
- A monthly cooking class and weekly yoga classes.
- Van transportation for patients.



Total Cancer Centers of Northern Arizona Healthcare community benefit was \$160,432.80.

## Verde Valley Sanctuary Provides Domestic Violence Services

In the early 1990s, a group of Verde Valley citizens banded together to address the absence of local services for victims of domestic violence and abuse. This core group founded the Verde Valley Sanctuary (VVS), incorporated in 1993. Originally, the goal simply was to provide temporary shelter, but the depth and breadth of the services VVS provides has grown significantly since then. Today, VVS provides comprehensive services including safe and temporary shelter, a 24-hour crisis line, crisis intervention, counseling for women and children, legal advocacy, and community outreach, all at no charge to the client.

On an annual basis, the 28-bed VVS shelter provides between 3,000-5,000 nights of shelter for women and children. Under the umbrella of community outreach, VVS staff provide education to students in middle school and high school to combat bullying and relationship violence, as well as providing skills for children who live in homes where violence is perpetrated. During the 2009-2010 school year, VVS staff provided education to 920 children from nine schools.

In fiscal year 2010, Verde Valley Medical Center supported the VVS with \$3,000. The community benefit is realized from the work the VVMC Foundation performed to solicit this grant from Northern Arizona Family Health Plan and administer it on behalf of community organizations.

## Trauma Services Saving Lives: Flagstaff's New Helmet Law

Day in and day out, Flagstaff Medical Center's Trauma Services Department is on the front lines saving the lives of accident and injury victims from throughout Northern Arizona. But these dedicated clinicians really prefer having less business, especially when it comes to injuries that could be prevented or avoided. For that reason, Trauma Services works each year to educate the community about how to avoid injury.



One of the major trauma prevention initiatives in FY 2010 was working with a community coalition to change public policy to protect the youngest bicyclists in our community. This effort was initiated after seeing an alarming rise in pediatric bicycle admissions over the past several years. Local data showed that in 2006, 53 percent of children injured while riding their bicycles were not wearing a helmet. In 2007 that number rose to 73 percent of children not wearing a helmet at the time of their injury. Not only did the data reveal more children not wearing helmets, it also showed the severity of the injuries to these children was increasing.

The Trauma Services team, local pediatricians and other community health organizations such as SafeKids decided a helmet law would protect our youngest residents. Numerous hours were dedicated to research and observation of children's bike riding and helmet-wearing habits as part of the effort. Trauma Services staff became regulars at City Hall, attending city council meetings and collaborating with City staff and elected officials. The result of the effort was a new city ordinance, Flagstaff Bicycle Helmet Ordinance 2009-13, which passed on Sept. 15, 2009 and went into effect on Jan. 1, 2010. This ordinance states all children under the age of 18 must wear a helmet while riding a bicycle in the City of Flagstaff.

Other benefits the Trauma Services department provides to the community:

- Free car seat checks.
- DUI Impact panel for those who recently have received a DUI.
- Presenting at driver's education classes about the dangers of drinking and driving.

Total Trauma Services community benefit was \$2,356.32.

## Navajo Translator Program: Serving Patients from the Navajo Reservation



As a regional referral center, Flagstaff Medical Center cares for patients throughout Northern Arizona, including a large number of patients from the Navajo Reservation. The Interpreter Program helps our Navajo patients feel more at ease because we can discuss their medical condition in their native language. Language and culture differences can be a significant barrier when talking about healthcare to Navajo patients.

The program at FMC includes one full-time translator and several part-time translators, all of whom have been trained in medical translation. The translators at FMC also provide education outreach to FMC employees, new grads and other community members in the medical field regarding culturally sensitive care.

The community benefit the program provides to our patients, employees and community members is \$49,000.

## Teddy Bear Clinics: Introducing Children in the Verde Valley to VVMC



For the past four years, Verde Valley Medical Center has taken the first step in introducing children to hospital services and making hospital visits less traumatic by holding Teddy Bear Clinics for all first-graders in our local communities. The clinics take from three to four days, as schools throughout the Verde Valley and Sedona are included. This year that meant contacting the schools, getting parental permission and scheduling visits for 523 children.

The children are given a snack while they wait for their health screening: Height, weight, oxygen stats. They are given teddy bears and a certificate to take home with them. They are allowed to view and sit in the Angel 3 helicopter to impart an atmosphere of excitement for any future helicopter ride. Teachers included the hospital visit into a lesson plan. Children shared what the visit meant to them, what they learned, and how many nice people they met at the hospital.

Teddy Bear Clinics include not just a lengthy preparation period, but planning for snacks that must include non-allergenic products; ordering teddy bears and certificate supplies, filling out the certificates, printing and laminating them. On the day of events, scheduling must coordinate between the schools, Security, Guardian Air, VVMC staff and VVMC Volunteers.



This project provides a community benefit of \$5,879.50 while giving peace of mind concerning healthcare from the first-grade forward.

## Fit Kids of Arizona: Healthier Families in Northern Arizona



Fit Kids of Arizona at Flagstaff Medical Center and Verde Valley Medical Center takes a team-approach to the assessment and treatment of children who are overweight or obese. Fit Kids strives to reduce the health consequences of childhood obesity by promoting healthy lifestyles.

The Fit Kids team includes medical, nutritional, fitness and behavioral experts who work on an individual basis to identify concerns and problem-areas, and then guide the participant and family members in setting goals for improvement.

Fit Kids is committed to making this program available to those who need it. They bill insurance companies as appropriate but do not turn away children who do not have insurance. The clinics also provide education to the local elementary schools and various clinics for the children participating in Fit Kids.

The total community benefit provided by both clinics was \$125,000 for FY 2010.

## Movies on the Square: FMC Hosts a Flagstaff Summer Tradition



As Flagstaff's community hospital and one of the major employers in the region, Flagstaff Medical Center believes in giving back to the community through the support of community events and health education outreach. This year, as the Corporate Sponsor for Movies on the Square – Flagstaff's premier summer family event, FMC was able to accomplish both objectives.

Every Friday for 17 weeks, the community gathers at Heritage Square to enjoy a free movie and family-friendly activities. As part of its sponsorship, FMC is providing hands-on healthcare activities such as bike safety, sports medicine, healthy eating, chair massages, at-home exercise ideas and more for the community. The community sponsorship of Movies on the Square brings entertainment to local families and children and helps to support the local downtown businesses. Through nearly 500 hours of volunteer time by employees from departments throughout the hospital and a sponsorship of \$10,000, FMC has been able to reach thousands of people and spread the message that FMC cares about the health and wellness of our community.

## Wellness Clinic Serves Needs of Verde Valley Indigent and Under Insured

Through the years, several Verde Valley organizations have administered, albeit for the short term, medical clinics for the indigent and under insured.

After closing the doors on its own Wellness Clinic, Verde Valley Medical Center and its colleagues continued to support local primary care services through various means, including cash donations, supplies, and the expertise of clinical volunteers. When the Old Town Mission of Cottonwood closed the doors on its medical clinic and refocused its efforts on core services such as food, clothing and vocational assistance; many turned to the Yavapai County Health Department for help.



Yavapai Health Department, also known as Yavapai County Community Health Services, maintains primary care clinics in Cottonwood and Prescott. The Community Health Center(s) of Yavapai are federally-qualified community health centers offering primary care services to the under served residents of Yavapai County. Eligibility requirements are based on income and residency. Their services include acute and chronic disease, reproductive health, well woman care, laboratory testing and diagnostic imaging. In 2009, the Cottonwood clinic saw 5,419 patients.

VVMC supports the efforts of the Cottonwood Community Health Center of Yavapai in Cottonwood by providing lab and imaging services. The community benefit relative to this service amounted to \$62,000 in fiscal year 2010.

## Guardian Medical Transport and Guardian Air: A Community Focus



Every year Guardian Medical Transport goes above and beyond with the amount of service they do in the community. GMT provided hundreds of hours of outreach including ambulance and monster truck demonstrations at community events, offering preceptorships for EMT/CEP students, offering volunteer standby services for community events and volunteering to do trail maintenance around Flagstaff to ensure the community can enjoy its public lands. One of the department's most far-reaching initiatives in FY 2010 was to teach hands-only CPR to thousands of residents through community outreach at events such as the Coconino County Fair. This simple CPR technique is improving dramatically the survivorship for people who suffer sudden cardiac arrest. GMT provided \$112,754 in community benefit in FY 2010.

This past year Guardian Air greatly increased its amount of community service by providing helicopter demonstrations at community events throughout the region, offering healthcare provider training including establishing and maintaining airways using the Meti Man training device, and teaching during Wilderness First Responder classes. Guardian Air provided a community benefit of \$9,802.



## Every 15 Minutes: Saving Lives in the Verde Valley



“Every 15 Minutes” is a nationally supported program geared to high school students. It is an educational event meant to impress upon young people and their parents the tragedies related to impaired/drinking and driving.

The coordinators in the Verde Valley and Sedona are VVMC Pre-Hospital Coordinator Tish Arwine, RN; Sean Chartier of Sedona Fire and Brandon Waker of Cottonwood Fire. “Every 15 Minutes,” someone dies from an alcohol-related driving accident, often during prom or graduation night events.

This event gives VVMC a chance to participate in a community-building activity that involves: Fire and police departments, local attorneys, judges, hospital personnel, a local mortuary, schools and specific core students and their parents.

This two-day program consists of a mock accident, hospital visit and trial. The event has a great impact on students, parents and viewers. It brings the reality of a tragedy with the “do-over” aspect a real accident cannot have. It is a networking exercise and research has found each participant shares learning with friends and those close to them. It also leads to communication on an intense level between parents and teens.

In 2008, this program was presented to Sedona Red Rock High School students prior to their prom. There were no alcohol related arrests of Red Rock High School students for prom or graduation that year. After the 2010 pre-graduation program at Mingus Union High School, there were no alcohol-related arrests that involved Mingus students.

Every 15 Minutes provides a community benefit of \$2,372.09.

## **FIESTA: Benefiting the Community While Creating a Fun Work Atmosphere at FMC**



FIESTA, an employee group at FMC, stands for Fun, Innovation, Enthusiasm, Spirit, Teamwork and Attitude. FIESTA's mission is to integrate employee activities and programs to provide a comprehensive model for participation, leadership and the creation of a healthy culture that encourages enthusiastic work, positive interpersonal relationships and service to the community.

Each year FIESTA helps support the community and the employees at FMC. This year FIESTA donated \$25 of a \$40 entry fee for all employees who wanted to participate in the Climb to Conquer Cancer, FMC had 293 employees participate, with a community benefit of \$7,325. FIESTA also is a sponsor Bike to Work Week on behalf of FMC and participates in Bike to Breakfast, providing breakfast for cyclists on their way to work or school. This community benefit is \$2,297.

## **Nursing Preceptorships: Hands-on Training for Nursing Students in Northern Arizona**

As the largest segment of healthcare workers, nurses are critical to the delivery of care from pre-natal services to hospice. According to the American Association of Colleges of Nursing, both the current and projected future nursing shortage has been dramatically compounded by the need for additional nursing instructors and classes. For many years, both Flagstaff Medical Center and Verde Valley Medical Center have pro actively sought to locally address the nursing shortage by partnerships with community colleges and Northern Arizona University—a philosophy of “growing our own.” Currently, NAH offers specialized-training programs for new graduates, experienced R.N.s and re-entry R.N.s. All programs combine classroom training with unit-based preceptorships in a hands-on, supportive hospital environment.

At FMC, the community benefit relative to Nursing amounted to \$391,039.82 which included the Nursing Student Preceptorship mentoring program and the Capstone Nursing Program, a clinical practicum for nurses preparing to graduate.

At VVMC, the community benefit relative to nursing amounted to \$478,592.77. In addition to Nursing Student Preceptorships and the Capstone Nursing Program, VVMC funds a full-time nursing instructor at Yavapai College.

## A Sampling of Other Benefits Provided to the Community

- Heart & Vascular Centers of Northern Arizona physicians have presented health education programs to organizations throughout Flagstaff and surrounding communities as part of the Speakers Bureau. \$602.78
- Preparing parents for the birth of their child is the focus of FMC's Childbirth Education program. The dedicated educators in the program provide numerous classes for parents including Family and Friends CPR, First Aid for Infants and prenatal yoga. \$9,808.87
- As part of its efforts to treat and prevent sports-related injuries, Therapy Services sets up an injury triage for local outdoor athletic and endurance events. Additionally, they offer a free monthly sports injury clinic to the community. Athletes of all abilities can stop by the clinic for advice related to their injuries. \$2,548.12
- The annual Special Care Reunion Picnic, hosted by the Special Care Nursery and the Marketing and Public Relations department, reunites graduates of the Special Care Nursery and their families with the caregivers who gave them their start in life. Each year, approximately 300 graduates and family members enjoy a barbecue lunch, games and activities, and the chance to visit with the nurses and physicians who cared for them. Support from the hospital, along with generous community donations, make this event possible each year. \$5,821.97
- In response to one of the biggest natural disasters to face Flagstaff, FMC provided support for the Schultz Fire efforts including breakfast for the Incident Command Center. \$468.79
- As part of its support for patients, the Bariatric Surgical Weight Loss Center hosts a monthly support group for anyone who has undergone bariatric surgery - either at our facility or elsewhere. This support system helps patients who are facing dramatic life-changing results from their surgery. \$2,739.91
- The annual Fantastic Voyage, hosted by the Marketing and Public Relations department, provides a hands-on trip through the hospital each year for school-aged children. Numerous departments throughout the hospital present activities to the more than 700 children and adults who attend the event annually. \$16,439.45
- Heart and Vascular Center of Northern Arizona was primary sponsor of the 2nd Annual Brian Mickelsen Memorial Walk/Run. The donation defers costs associated with fund-raiser whose monies are distributed to Yavapai Search and Rescue, Cottonwood Kiwanis Club and tree planting efforts throughout Cottonwood. \$2,500
- VVMC Foundation distributed donor Charles White's funds to subsidize swim lessons for disadvantaged children at the newly refurbished Cottonwood pool also adding a new scoreboard and competition timing system. Community benefit for this effort came from the cost of fund-raising, management of grant funds and distribution of funds for a total of \$122,070.20
- Marianne Feltner, RN, Senior Lifestyles Community Liaison, provided blood pressure screenings and mental health presentations at senior apartments and assisted living facilities helping 584 elderly or mentally-challenged persons. \$4,540.17

- A Diabetes Support group trip to Phoenix Diabetes Expo was organized by Diabetes Educator Mary May, RN, giving VVMC a smiling face in the community by providing a fun, enjoyable day to area diabetics and their spouses. \$1,347.17
- A VVMC-funded FTE “Healthy Babies” position gave Verde Valley newborns a great start. \$57,519.76
- An AED was donated to Cottonwood Parks and Recreation Department, with purchase, training and a maintenance schedule set-up by Pre-hospital Coordinator Tish Arwine. \$1,880.69
- Foundation donations enabled Camp Verde Christian School to expand a physical education program. Again, the community benefit for this effort came from the cost of fund-raising, management of grant funds and distribution of funds for a total of \$122,070.20
- Third and fourth-year Midwestern University Medical students received hands-on training as part of the Medical Degree curriculum, a healthcare professionals community benefit. \$55,474.01
- Internal Medicine Midwestern University medical residents began practicum rotations under the first VVMC Residency program. \$1,797.54
- NAH was a Silver Sponsor for the Sedona Taste Boys and Girls Club of Northern Arizona Annual fundraiser to provide critical youth development programs and services to hundreds of young people. \$3,000 sponsorship with a total benefit of \$2,480 after value of tickets received was deducted.