

2014 REPORT TO THE COMMUNITY



Empowering Our Communities



Atlantic Health System

IN 2014, ATLANTIC HEALTH SYSTEM
CONTRIBUTED \$150,755,133
IN COMMUNITY BENEFIT



A Letter From the President and CEO

I am pleased to provide you with a copy of Atlantic Health System's 2014 Community Benefit Report, titled "Empowering Our Communities," which demonstrates the pivotal role our health care system plays in improving the health status of our communities.

At Atlantic Health System, we promise to deliver the right care, at the right quality, at the right time, at the right place and at the right cost to anyone who enters our facilities. We are dedicated to empowering our communities to be the healthiest in the nation by providing a Trusted Network of Caring™ through programs and services at our six medical centers — Morristown Medical Center (MMC), Overlook Medical Center (OMC), Newton Medical Center (NMC), Chilton Medical Center (CMC), Goryeb Children's Hospital (GCH) and Atlantic Rehabilitation. In 2014, we had more than 1,030,000 patient encounters.

We are deeply committed to serving our communities, contributing more than \$150 million in 2014 alone to continue improving the health and well-being of the people we serve in the communities of northern New Jersey, Pike County in Pennsylvania and southern Orange County in New York. This includes:

- › \$105.4 million in free, discounted and subsidized health care services to the poor, uninsured, aged, and others who need a safety net, including needed services provided at a negative margin to our health system
- › \$38.4 million in education and research, including 286 medical residents and fellows and a variety of clinical research trials
- › \$5.7 million on a broad array of community prevention and health promotion programs, reaching 3.9 million individuals
- › \$1.3 million in financial contributions to other not-for-profit community organizations

In addition, we contribute substantially to the local economy, purchasing millions of dollars in goods and services and employing more than 12,200 people.

In the stories included in this report, you'll experience a snapshot of the impact made by Atlantic Health System within our communities — from newborn babies experiencing life's first moments to older adults doing Zumba together to stay healthy. I am proud of the contributions that our dedicated employees make in our communities every day and grateful for the many community organizations that partner with us to make a difference. It is our privilege to serve the people of this region, working together to create and empower healthier people and healthier communities.

Sincerely,



Brian A. Gragnolati, FACHE
President and Chief Executive Officer
Atlantic Health System



COMMUNITY HEALTH PROGRAMS

Atlantic Healthy Schools

Creating Healthier Schools for Our Kids

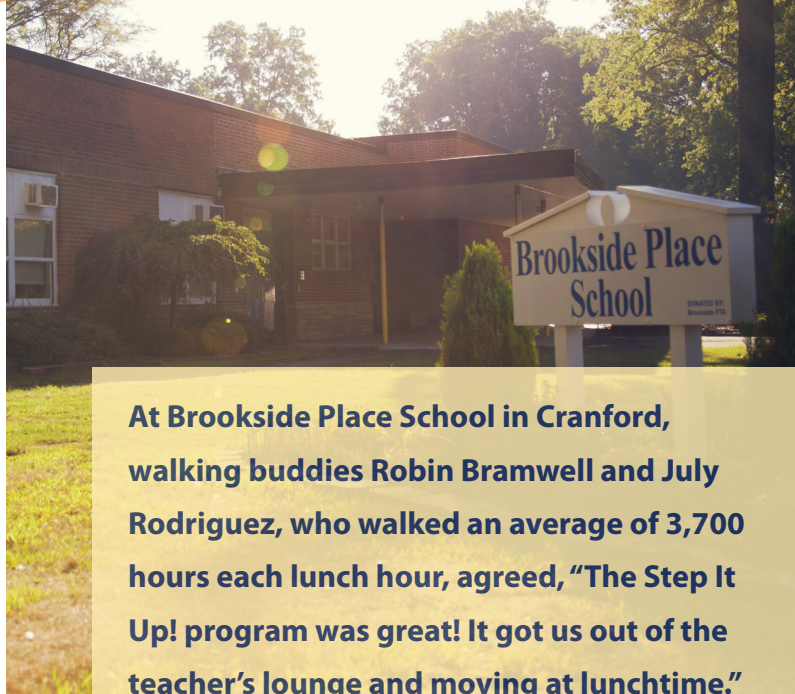


Schools are powerful places for promoting the health of our children and grandchildren, but shrinking resources and multiple demands make it difficult for schools to reach their full potential. Atlantic Healthy Schools program is helping schools make small but profound changes in health practices and policies that can impact kids for today and tomorrow.



Atlantic Healthy Schools is a collaborative project that brings together health care professionals and members of school communities with the goal of improving the health of all students. One hundred and twenty-one schools across the region have joined the program since its launch in the fall of 2014. "Once a school becomes a member, which is free, there is a menu of benefits that are offered to their school," said the program's coordinator, Maryann Walsh. This comprehensive list of programs includes classroom presentations, parent programs, online resources and professional development workshops for school staff. The program also runs the award-winning TeenHealthFX.com website with a global reach of more than one million visits per year.

The Atlantic Healthy Schools program has also been pleased to offer minigrants to schools. Nine schools received minigrants in 2014 to make small improvements to create healthier students. "We purchased pedometers and during our warm-up, students grab pedometers and use them for a 10-minute walk. At the end of the eight weeks,



At Brookside Place School in Cranford, walking buddies Robin Bramwell and July Rodriguez, who walked an average of 3,700 hours each lunch hour, agreed, "The Step It Up! program was great! It got us out of the teacher's lounge and moving at lunchtime."

they're going to add up all their steps ... and see how far they walked," said Nick Bayachek, physical education teacher for Woodland Elementary School in Warren. The program has also partnered with Project Fit America to fund outdoor and indoor fitness equipment, curriculum and training to schools, with a new installation in 2014 that will be shared by two schools.

The McGinn Elementary School in Scotch Plains used the grant to purchase six grow lights to start their garden seedlings. School nurse Connie Salisbury said, "This activity was successful in combining science, social studies and nutrition in our curriculum. Comparing the pioneers' food sources, taking growth measurements and growing food from seeds are all strategies encouraging our children to eat and also to engage in personally making healthy lifestyle choices."

Empowering Our Communities

COMMUNITY HEALTH PROGRAMS

New Vitality

Helping Older Adults Thrive

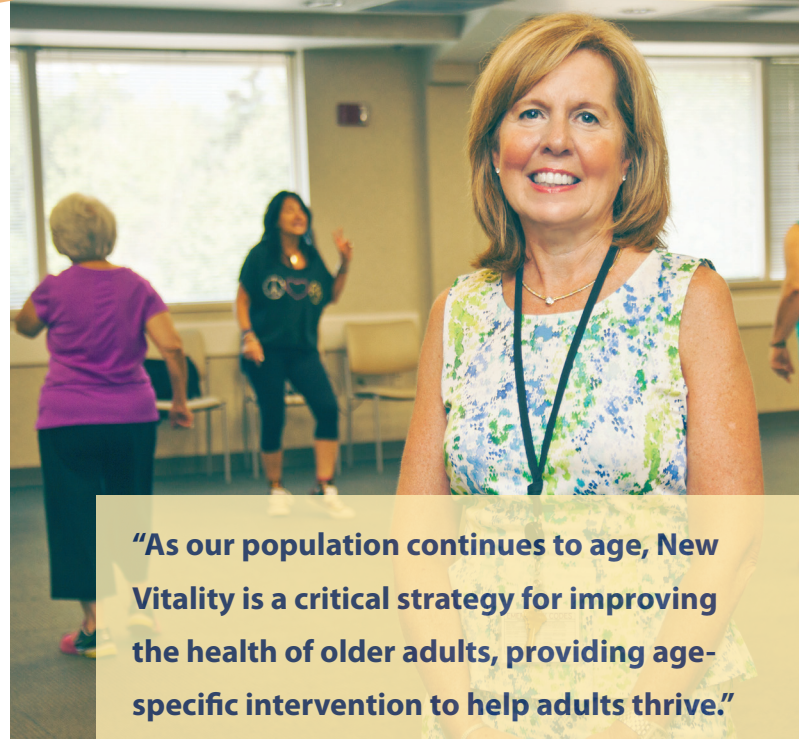


When Linda Bertuglia first found out she had diabetes, she struggled to find resources that fit who she was at her age until she found Atlantic Health System's New Vitality program. "New Vitality ... is somewhere where there's people my age and have the same problems," she said. "I'm a diabetic and you know you need to keep moving at our age, so I like the idea of going to an exercise class. But it's designed for me and my age, and it's in my community."



Atlantic Health System's New Vitality is a health and wellness service for seniors, designed to aid in preventing age-related chronic conditions and disabilities and minimizing emergency department visits and hospitalizations. This award-winning program helps adults age 65 and older reduce fall risk, lower blood pressure, lose weight, and manage and prevent diabetes.

"As our population continues to age, New Vitality is a critical strategy for improving the health of older adults, providing age-specific intervention to help adults thrive," said Joan Beloff, chief development officer for Chilton Medical Center. New Vitality begins with a free 10-minute Healthy Living Profile that assesses the individual's current health status and provides recommendations for improvements. Once enrolled, members receive a free Passport to Healthy Living, which includes a record of their screening results and progress in four key areas of well-being — physical activity, healthy eating, health education and life enrichment. To help them meet these goals, some members receive health coaching, exercise and nutrition classes, and other resources.



"As our population continues to age, New Vitality is a critical strategy for improving the health of older adults, providing age-specific intervention to help adults thrive."

**— Joan Beloff
Chief Development Officer
Chilton Medical Center**

By providing evidence-based coaching and accessible resources, the New Vitality program is helping seniors get healthier and stay healthier. "We had one woman who enrolled in our program who was diabetic, overweight and suffering from depression. But after setting goals with our team, she returned a few weeks later after she had started exercising, lost some weight and made an appointment to see her physician. New Vitality has given her a chance on changing her life," said Shannon Maldonado, New Vitality health educator.

Empowering Our Communities

COMMUNITY HEALTH PROGRAMS

Healthy Communities Initiative

Building Healthy People and Places



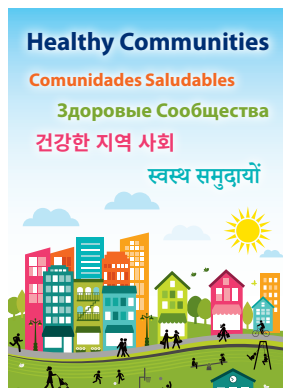
Farmer Shaun teaches about farming and healthy eating at Grow It Green Morristown.

The Healthy Communities initiative is our effort toward addressing health equity in the communities we serve through two key strategies:

1) Providing direct health services to underserved communities — including screenings (e.g., for blood pressure, diabetes, depression and cholesterol), outreach using the Healthy Avenues Van, and educational programs (such as Por Tu Familia, which provides diabetes education to the Spanish-speaking community), with more than 6,000 people served in 2014.

One participant shared, “I participated in the Por Tu Familia program because I needed to learn how to take care of my mom, who is a diabetic. I learned from the program what food choices need to be eliminated ... We now make more of an effort to eat fruits and vegetables. This program changed the way my family eats ... I would recommend this program to anyone in my Spanish community.”

2) Investing in place-based approaches to improve the places where people can be active and make healthier food choices. In 2014, Healthy Communities gave grants to eight local organizations to help create new walking trails, promote bike safety and create community gardens in partnership with the State Department of Health and the State Alliance of YMCAs.



“We received a grant from Atlantic Health ... to conduct a food and physical environment assessment of our community. We plan to expand an existing community garden and to create a walking trail. Our partnership with Atlantic is making a difference in our community.”

— Abby Gallo, Grow It Green Morristown

One grant supported Grow It Green Morristown in the community’s efforts to improve the accessibility and affordability of fresh fruits and vegetables and to teach community members about the benefits of community farming. Another grant helped Shaping Dover to partner with local retail and restaurant owners to provide more healthy alternatives on their shelves and menus.

Empowering Our Communities

EMPOWER AWARD WINNER

Kid-FIT Program at Goryeb Children's Hospital ,
Morristown Medical Center



Kids on the Move Goryeb Fit Cup Promotes Physical Fitness

More than one-third of our nation's youth are overweight or obese, and medical experts predict that today's kids may be the first generation whose fitness and health status put them at risk of dying younger than their parents — unless we do something about it. That's the mission of Goryeb Children's Hospital's Kid-FIT Program: to reduce the incidence of pediatric obesity by motivating children to get off the couch and on the move.

According to David G. Scott, MS, NASM-PES, coordinator of pediatric exercise physiology, kids are less active than ever before, making it easier for them to gain weight and putting them at risk for conditions such as heart disease, hypertension, arthritis and other illnesses previously confined to adults. "In my opinion, obesity is the No. 1 problem in pediatrics," noted Scott.

Based at Goryeb Children's Hospital, located on the campus of Morristown Medical Center, Kid-FIT offers a comprehensive weight management solution that helps children and teenagers shed excess pounds through exercise, nutrition planning and behavior modification.

"The best way for us to fight pediatric obesity is to reach kids before they're overweight," stated Scott. "We want to work with schools and youth organizations to spread the message, encouraging kids to eat better and move more."

As part of this effort, Kid-FIT took part in the 2014 Kids Action Marathon, held in cooperation with the Action for Distraction 5K to benefit Goryeb Children's Hospital. Kid-FIT contributed to the marathon's success by awarding its coveted Kid-FIT Cup — along with a \$500 prize — to the school with the highest percentage of participating students. The hospital challenged kids between the ages of five and 14 to complete at least 26.2 miles of exercise

KID FIT



"The best way for us to fight pediatric obesity is to reach kids before they're overweight. We want to work with schools and youth organizations to spread the message, encouraging kids to eat better and move more."

— David G. Scott

**Coordinator of Pediatric Exercise Physiology
for Goryeb Children's Hospital**

over the course of three months. Seventy-four kids from 18 different schools put their best feet forward, logging a grand total of 1,940 miles. Top honors went to Benedict A. Cucinella Elementary School in Long Valley, which recruited 40 students.

The school earmarked its prize money for fitness activities, although the greater reward is reflected in the students who have remained active. According to Kathleen Erbe, physical education teacher for Cucinella who oversaw the implementation of the program, "Some children enjoyed the race so much that they formed a running club."

Scott added: "If we can engage children when they're young, they're more likely to grow up happier and healthier."

Empowering Our Communities

EMPOWER AWARD WINNER

Outpatient Mental Health at Overlook Medical Center



Mary Anne Bulick

Peace of Mind

Overlook Outreach Program Heals Body, Mind and Spirit

The scientific community acknowledges the health benefits of mindfulness-based stress reduction, a type of complementary therapy that has been proven to relieve pain, stress and anxiety while also boosting the immune system and one's general well-being.

According to Lanie Kessler-David, LCSW, an Overlook Medical Center behavioral health clinician and mindfulness educator, "Mindfulness is about living on purpose and experiencing the world with openness, curiosity and a sense of awareness. It's about paying attention ... and feeling alive."

As part of its mission to improve the health of area residents, Overlook Medical Center's Outpatient Mental Health Department hosts a variety of mindfulness programs for the community. Recent outreach includes presentations for the Millburn Township Police and Fire departments, participation in the hospital's annual "Day of Hope" for those living with Parkinson's disease, and mindfulness sessions for individuals coping with the challenges of illness or caregiving.

In 2014, Mary Anne Bulick, 58, of Scotch Plains attended one such program at the suggestion of her physician. For 13 years, Bulick has suffered from restless leg syndrome, a chronic neurological condition characterized by throbbing, pulling and unpleasant sensations in the leg, which interferes with sleep and diminishes her ability to engage in daily activities. Then she discovered the power of mindfulness, which helped improve her symptoms and her outlook on life.

Overlook Medical Center's mindfulness sessions incorporate a range of techniques, including breathing exercises, guided meditation and other stress-reducing strategies aimed at healing, relaxation and personal growth.

"Studies confirm that mindfulness changes the structures in the brain related to learning, memory, emotions, mood and other vital functions. It's also helpful in fighting disease, with evidence that mindfulness lowers blood pressure, strengthens the immune system and alleviates pain associated with cancer,



"Studies confirm that mindfulness changes the structures in the brain related to learning, memory, emotions, mood and other vital functions. It's also helpful in fighting disease, with evidence that mindfulness lowers blood pressure, strengthens the immune system and alleviates pain associated with cancer, heart disease, migraines and other illnesses."

— Lanie Kessler-David, LCSW

heart disease, migraines and other illnesses," said Kessler-David.

In addition to relieving some of her symptoms, mindfulness has shown Bulick how to live fully and abundantly.

"It's taught me how to savor the moments and view the world a little differently," Bulick said. "Instead of looking down while I walk my dog, I look up and see the patterns of the clouds or the sun rising over the horizon. I listen and hear the sounds of children playing, or smell the freshly cut grass. Mindfulness has helped me appreciate the beauty around me ... and feel better."

Empowering Our Communities

EMPOWER AWARD WINNER

Obstetrics Clinic and Parent Education Program at Chilton Medical Center



A Healthy Start Chilton Clinic and Parent Education Program at Chilton Medical Center

A few months ago, Pompton Plains resident Norma Quist was expecting her second baby. The 42-year-old mom was nervous, especially considering her last childbirth was 17 years prior. She and husband Edward were overjoyed about their impending arrival, but also apprehensive and full of questions about everything from labor to breastfeeding. (And what is this thing they call swaddling?)

On July 13, 2015, Edward and Norma welcomed their son, Bow Hunter, into the world, and they're still celebrating the healthy pregnancy, healthy baby and the community hospital that supported them every step of the way.

Each year, the Obstetrics Clinic at Chilton Medical Center provides affordable medical care and other vital resources for dozens of expectant parents, like the Quists, who are on Medicaid or uninsured. The clinic's team — including obstetricians, nurses and maternal-fetal specialists — offers free or low-cost prenatal and postnatal visits, as well as genetic counseling, social services, nutrition planning, and perinatology for women with complex or high-risk pregnancies.

According to clinic nurse Diana Luciani, RNC, the program extends a valuable safety net to women who might otherwise forgo essential care. "Most of our moms have no medical insurance or access to a private obstetrician," she explained. "We offer the services, guidance and encouragement they need to give their family a healthy start."

In addition to quality medical services, the couple also took advantage of Chilton's Parent Education, which offers childbirth and parenting classes to all patients served by the hospital's Obstetrics Clinic.



**"Everyone was so caring and compassionate.
They did a great job of calming our nerves and
preparing us for the experience."**

— Norma Quist

"The program is designed to alleviate the fears and anxieties associated with pregnancy and parenting," noted Jennifer Houston, RNC, BSN, nurse manager for Chilton's Maternity Services and Parent Education. "Our staff, including registered nurses and certified childbirth educators, offers tools to help parents expand their knowledge, overcome challenges and raise healthy, well-adapted children."

Last year, Chilton's Parent Education provided 86 classes for nearly 500 expectant parents, including several scholarship recipients who attended the classes for free.

Empowering Our Communities

EMPOWER AWARD WINNER
Behavioral Health Department
at Newton Medical Center



**"Everyone has the power to see something,
say something ... and potentially save a life."**

— Maria A. Williams, MA

Protecting Our Teens Newton Behavioral Health Partners With Schools to Prevent Teen Suicide

Every 40 seconds, someone in the world commits suicide. This startling statistic, cited by the World Health Organization, unveils a compelling health issue that affects our local and global communities. Most distressing is the prevalence among our youth. According to the U.S. Centers for Disease Control and Prevention, teen suicide is the third leading cause of death for young people ages 15 to 24, claiming an estimated 4,600 lives each year.

“Youth suicide and self-harm are issues for every community and every campus,” stated Maria M. Williams, MA, mobile outreach crisis counselor for Newton Medical Center. “Through awareness, education and proper intervention, we can make a difference.”

In 2014, Newton’s Behavioral Health department led the way by developing a youth suicide prevention initiative in cooperation with Sussex County Community College (SCCC) and the Newton Public School District. The outreach program, conducted by approximately 300 educators and staff, presented the facts about teen suicide and self-harm behaviors while offering strategies for intervention.

According to Paul Burns, Newton Medical Center’s coordinator for Psychiatric Emergency Services, “Teens and adolescents are at risk because it’s a turbulent period in their lives.” The pressures associated with self-identity, academic and extracurricular performance, family, and social relationships can lead to self-destructive feelings and behaviors, which can spiral out of control if left unchecked.

College students are particularly vulnerable, as they face the rigors of higher education, independence and other stresses. Our mission is to develop a suitable response, and to ultimately promote the safety of our student population.”

“A college is like a village,” noted Richard Linden, MA, associate professor of Psychology for SCCC and member



“A college is like a village. Every campus, just like every community, has had incidents in which students display concerning behaviors that could put themselves or others at risk.”

**— Richard Linden, MA
Associate Professor of Psychology**

of the school’s behavioral health assessment team. “Every campus, just like every community, has had incidents in which students display concerning behaviors that could put themselves or others at risk.” With that in mind, SCCC launched a suicide prevention campaign, through which they established an on-site behavioral health task force and forged a partnership with Newton Medical Center’s Emergency Psychiatric Services. As part of the collaboration, Newton Medical Center’s mental health professionals conducted a comprehensive training to help staff and faculty recognize the warning signs of suicide and self-harm, and take the appropriate action before a tragedy takes place.

The Newton School District established a similar alliance aimed at early intervention. “Self-harm is an increasing concern for middle schools and high schools,” stated Williams. “If we catch these behaviors at a young age, the child is more apt to get treatment.”

“Teen suicide is an uncomfortable subject, but we have to talk about it,” added Williams. “Everyone has the power to see something, say something ... and potentially save a life.”

Empowering Our Communities

EMPOWER AWARD WINNER

Jeffrey T. Liegner, MD



Heart for Humanity Newton Physician Brings Free Medical Care to Those in Need

While most physicians dedicate their careers to serving patients, Jeffrey T. Liegner, MD, has dedicated his life to creating healthier communities.

In 2012, Sussex County native Dr. Liegner opened a federally recognized free clinic in downtown Newton — following years of research, community partnership and the solution to a seemingly insurmountable obstacle. “I needed a way for doctors to provide free care without medical liability, so I hunted for an answer and found one,” he said. The key was to create a nonprofit entity, which essentially transferred liability to the federal government — so doctors could donate their services without the burden of malpractice insurance or the risk of personal lawsuits.

What began modestly with a few volunteers in a space donated by Moose Lodge 432 has evolved into a bustling clinic on High Street, where individuals can find free urgent and ambulatory health care. “We’re here for the poor, uninsured and disenfranchised,” explained Dr. Liegner. “Many have no job, no health insurance and no place to turn other than the emergency department.”

Dr. Liegner points out that forty percent of the clinic’s 1,700 patients report that they would go to the hospital if the clinic was not open. “That represents a savings of approximately \$800,000, since we can provide care for a fraction of the cost,” he said.

More importantly, the Newton clinic provides a lifeline for many people who suffer from diabetes, hypertension, asthma and other chronic diseases. “A number of these patients have



“We’re here for the poor, uninsured and disenfranchised. Many have no job, no health insurance and no place to turn other than the emergency department”

— Dr. Jeffrey Liegner

prescriptions, but can’t afford to fill them,” he noted. So in addition to free medical care, the clinic often provides free medicine as well.

Three years after opening its doors, the clinic is supported by an army of volunteers and benevolent partners — including physicians, nurses and other health professionals, as well as Newton Medical Center, corporate donors and caring individuals.

“We don’t charge anybody, anything, ever,” he said. “So I’m always stunned when I go to the donation box at the end of the evening and find \$50 or \$100, in crumpled up bills. Our patients are radiantly grateful for what we do, and our staff glows brightly because of it.”

Empowering Our Communities

SPOTLIGHT: PROTECTION AND SECURITY SERVICES/ EMERGENCY MANAGEMENT

Atlantic Health System's Protection and Security Services/Emergency Management Department is committed to providing a safe and secure working environment for staff, students, volunteers, patients and visitors, and it oversees Atlantic Health System's response to community emergencies. Protection and Security Services/Emergency Management is involved in many community planning committees and provides training and educational programs in the community.

One area of focus has been prevention and resources surrounding human trafficking. As the New Jersey representative of Project ALERT (America's Law Enforcement Retiree Team), a division of the National Center for Missing and Exploited Children, Alan Robinson, Atlantic Health System director, Protection and Security Services/Emergency Management, speaks to parents, sex crime detectives, prosecutors, judges, teachers and law enforcement officials throughout the state on the topic of child abduction and exploitation and how human traffickers lure children into a life of prostitution. Robinson teaches his audience how pedophiles and human traffickers think and operate as well as how to

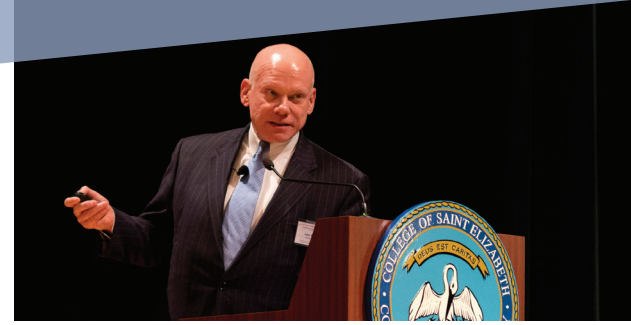
safeguard their children against them. He conducts these presentations to communities throughout Morris, Union and Sussex counties, and around the state.

In addition to education, Robinson coordinates the donation of care kits for victims of human trafficking through the Human Trafficking Victim Assistance Unit of the FBI — Newark Field Office. The kits — which include clothing, toiletries, socks, underwear, feminine hygiene items, sweat suits and hand cleanser — are packaged and distributed to this vulnerable population who, when rescued by law enforcement, typically only have the clothes on their back to wear. All personal items, including their passport, driver's license, cash, etc., are held by their human trafficker/pimp as a control mechanism to assure they return; many times these victims' children also are held as hostages to exercise this same control.

Autistic Awareness Training for Atlantic Health System Security and Local Law Enforcement Officers

New Jersey has one of the highest rates of autism in the U.S., so Atlantic Health System Protection and Security Services/Emergency Management recognized the need to better serve this population when admitting to an Atlantic Health System hospital; partnering with local law enforcement, a first responder awareness course was taught by Parents of Autistic Children (POAC) in April and October 2014.





The course included awareness of autism, symptoms and the characteristics commonly seen in individuals who are affected. It also:

- › Provided information to enhance better recognition of a person with autism and response methods for officers in field situations.
- › Identified public safety risks for people who have autism, predictable contacts and 911 dispatches.
- › Explained the problems that a higher-functioning person with autism may have in criminal justice situations.
- › Offered behavioral de-escalation techniques and restraint and arrest options.
- › Provided methods for law enforcement agencies to proactively work with individuals with autism, their families and advocacy organizations, and apply tolerance and public relations skills when doing so.

Emergency Management: 'Leadership Under Fire'

After Super Storm Sandy, the second most powerful severe storm in the history of the United States and the most powerful storm in the history of the State of New Jersey, struck, Robinson partnered with the Morris County Office of Emergency Management to develop a leadership series designed to teach first responders methods and techniques to use in effective decision making during prolonged periods of high stress. Combat-seasoned veterans from the U.S. Army, U.S. Navy, U.S. Marines and U.S. Air Force were invited to speak to a sold-out audience from across the state.

On September 8, 2014, Atlantic Health System's Protection and Security Services/Emergency Management Department and the Morris County Office of Emergency Management cosponsored their second seminar on Leadership Under Fire that addressed critical thinking that is inherent for all first responders and emergency response partners. The topics addressed critical thinking during times of disaster, both natural and man-made, which continue to be an important factor in mitigation and recovery. The program was available for the law enforcement and emergency response community.

Domestic Violence

Over the past year, the Protection and Security Services/ Emergency Management Department began the initiation of the Domestic Violence Safety Assistance Project grant in cooperation with Morris County Superior Court — Family Division and the New Jersey Administrative Office of the Courts. The program offers domestic violence victims the ability to obtain a restraining order while they are a patient at a hospital. The program will be fully implemented in 2015.

PROTECTION AND SECURITY SERVICES/ CASE STUDY

Additional Programs

- › Robinson also serves on New Jersey Governor Chris Christie's Domestic (Homeland) Security Task Force, the state's Cabinet-level body responsible for setting homeland security and domestic preparedness policy. The task force's activities are designed to reinforce and expand New Jersey's counterterrorism efforts by identifying effective countermeasures to diminish acts of terrorism, both foreign and domestic in New Jersey. Robinson's participation represents those challenges to the health care sector of the state and plays a pivotal role in State Police and Emergency Management strategies.
- › Robinson is a commissioner on the Morris County Sheriff's Office Crimestoppers Board, which develops methods and techniques to lower crime in Morris County; they also operate a confidential hotline where callers can report crimes and criminals and earn a monetary reward.
- › Coordinates and supports the Morris County Critical Incident Debriefing Team to assist law enforcement in treating first responders that become victims of psychological traumas attributed to their on-scene response to tragedies; a trained team of officers, experienced in responding to these types of emergencies, share their personal experiences from their careers to assist others in dealing with the emotional toll it takes.

Training and Presentations:

- › "Child Predators and Human Traffickers: Profile, Behavior and Tactics," for the FBI's Newark Advanced Criminal Investigations division for local law enforcement officers and detectives.
- › "Sex Offender Typology," for police recruits at the Morris County Police Academy, Morris County Prosecutor's Office.
- › Voluntary presentations for the FBI Advanced Investigation Course for local law enforcement and other law enforcement, public and private schools, and corporations.
- › November 2014 "TED TALKS" summit on vulnerable populations. The child safety topic was, "'Never Talk to Strangers: The Worst Advice You Can Give A Child."

CASE STUDY

OMC Manager Educates Others About Human Trafficking After Her Daughter Was Abducted

For any parent, children and teens misbehaving is nothing new. But for Overlook Medical Center's Ingrid Johnson, her daughter's "hanging out" with the wrong crowd took on another dimension in 2004 when then 14-year-old Tyamba was abducted and became the victim of human trafficking.

Human trafficking has been dubbed modern-day slavery, and is a rapidly growing criminal industry, second in the world only to drug dealing. Human trafficking involves the use of force, fraud and/or coercion for the purpose of sexual exploitation or forced labor.

Over a span of 11 months, Tyamba was sold multiple times and became a casualty of prostitution. She was threatened not to alert police.

"I went through phases of thinking someone died," Ingrid Johnson, RN, manager, Central Access, Mac 1, Summit and Union ED registration, Overlook Medical Center, said about her daughter's disappearance. "I had hope one day and felt hopeless and helpless the other. I had no evidence she was dead, but had no evidence she was alive either."

But neither Tyamba nor her mother ever gave up hope. One day, Tyamba escaped long enough to call her worried-sick mother from a gas station bathroom and left a message. She said she loved her, missed her and hung up.

That call was enough to lead police to narrow what had been a nationwide search to New York City. And after Johnson, who at the time lived in Irvington, helped by hanging "missing" posters throughout the city, Tyamba was recovered a short time later.

Spreading the Word

Since getting her daughter back, Johnson has made it a priority to help others in situations like hers. A member of the New Jersey Coalition Against Human Trafficking, Johnson speaks at events about her experience to raise awareness about a crime happening in our backyard.



"I just saw the need to help other people."

— Ingrid Johnson

"I realized that there were others who were going through this situation. Nobody really knew what was going on, and parents were really on their own," Johnson said about her involvement. "I just saw the need to help other people."

Johnson, a Seton Hall alumna, was recently honored with a Humanitarian Award at the school's "Many Are One" alumni awards gala.

"Johnson is Atlantic Health System's representative on the Coalition Against Human Trafficking, and plays a crucial role," said Alan Robinson. "Ingrid's role is the most important role Atlantic Health System plays in this fight, as she has firsthand experience of her daughter's victimology, the role of the anguished parent and the frustrations that accompany fighting this crime," he said. "Her message is powerful, articulate and passionate: the three ingredients necessary for any topic to be understood."

A recent education graduate of New Jersey City University in Jersey City, Tyamba, now 25, wants to dedicate her life to being a teacher in order to help others avoid what happened to her.

Empowering Our Communities

OTHER BENEFITS TO THE COMMUNITY



Atlantic Ambulance Corporation

Atlantic Ambulance Corporation ambulances and helicopters respond to individual health care emergencies as well as disasters in surrounding communities. In 2014, over 33,900 patients were transported via ambulance and 394 helicopter 911 dispatches were received.



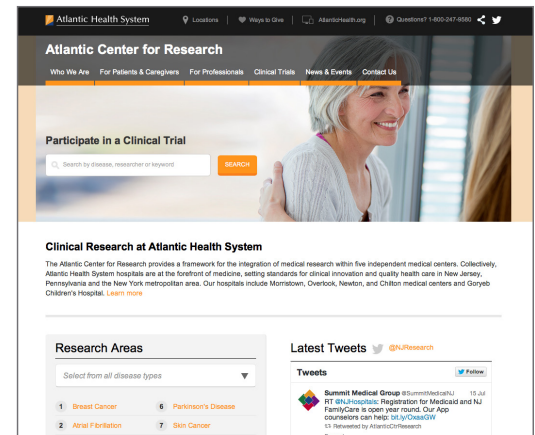
Health Professions Education

Atlantic Health System strengthens communities by training New Jersey's future health care professionals. In 2014, Atlantic Health System trained 286 residents and fellows in addition to third- and fourth-year medical students.

Atlantic Center for Research

Atlantic Health System medical centers have an enduring research history, with primary areas focused on cardiology, oncology, neurology, and pediatric endocrinology and gastroenterology. Morristown and Overlook medical centers are often selected to participate in groundbreaking clinical trials to treat different types of heart disease, advanced cancers, including women's cancers and melanoma skin cancer, and movement disorders such as Parkinson's disease. Since the opening of Goryeb Children's Hospital in 2002, specialized centers have also been involved in research activities to improve outcomes for children with blood disorders, lung disease, gastrointestinal disease, hormonal and metabolic disorders, and neurological conditions.

In 2013, the Atlantic Center for Research launched a new website that provides information about open and enrolling clinical trials and research studies across Atlantic Health System medical centers. The tablet and smartphone-friendly website, atlantichhealth.org/research, features a search tool that allows visitors to easily find trials based on disease area, keywords, and the name of the physician conducting the trial.



Empowering Our Communities

COMMUNITY HEALTH NEEDS ASSESSMENT

Atlantic Health System has conducted a Community Health Needs Assessment (CHNA) for each of its medical centers in compliance with the requirements of the Patient Protection and Affordable Care Act (Pub.L. No. 111-148) during 2013. The Patient Protection and Affordable Care Act's intent is to accomplish three objectives: provide care for more people, make the health care system easier to use and lower the cost of care without sacrificing quality. The CHNA provided Atlantic Health System the opportunity to assess the current needs of its populations in Northern New Jersey, Pike County in Pennsylvania and southern Orange County in New York, while keeping a watchful eye on health disparities and matching community benefit resources to address the health priorities of the community. Atlantic Health System's medical centers, in partnership with its diverse array of community representatives, have developed action plans to respond to its identified community needs. The medical centers chose priorities related to prevention and, in line with the National Prevention Strategy (National Prevention Council, 2011), to affect a broad range of health factors and outcomes before they cause significant problems in the future.

The five community health needs identified, prioritized and currently being implemented by Atlantic Health System are: Access to Care; Behavioral Health; Healthy Eating, Active Living; Physical Activity and Nutrition; and Cancer Prevention.

Atlantic Health System has been making steady progress in addressing the individual needs identified among its communities.

Access to Care Accomplishments:

- › Created and distributed 14,600 resource cards for free and low-cost care in the community
- › Developed 1,000 resource directories for the community with local services
- › Created a transportation resource sheet to distribute in the community
- › Hosted health literacy photovoice project to highlight patient voices
- › Increased access to specialists for patients of area clinics by twenty percent
- › Over four dozen health education programs were provided to 7,300 underserved individuals
- › Over 11,500 individuals have been screened to increase preventive service utilization
- › Healthy Avenues Van brought 103 screenings and educational programs to 20 towns in the community
- › Provided application assistance for Health Insurance Exchange with 122 residents signing up for insurance

Behavioral Health Accomplishments:

- › Provided educational programs to 465 physicians and pharmacists about prescription drug monitoring and the opiate epidemic
- › Hosted "Do No Harm" prescription drug abuse program for 150 physicians and health care providers
- › Provided educational programs to 81 school nurses and student assistant counselors about alcohol screening
- › Supported caregiver events by the funded Mental Health First Aid Training (MHFA) Center, training 28 instructors and providing MHFA training to over 360 individuals across our



communities who learn how to help people developing a mental illness or in a crisis situation

- › Promoted usage of prescription drop boxes placed in the community to help reach over 50,000 residents
- › Partnered with schools and organizations for drug awareness programs for teens and parents
- › Provided mental health programs and depression screenings in the community
- › Increased opportunities for isolated seniors by offering a health and wellness program called New Vitality
- › Provided "Project Purple" program for 1,400 parents and community members

Healthy Eating, Active Living Accomplishments:

- › Funded Project Fit America playground equipment at three area schools
- › Provided six TeenFitFX in-classroom programs
- › Supported the creation of a community garden in Morris Township
- › Hosted more than two dozen nutrition lectures with community partners to 1,189 participants
- › Screenings held out in community supermarkets for 1,770 community members
- › Taught a children's activity and nutrition program to over 950 individuals
- › Hosted "Dinner & a Lecture" series that reached over 780 participants
- › Hosted CPS-3 registration program where 75 community individuals signed up for the American Cancer Society's cancer prevention clinical study



Physical Activity and Nutrition Accomplishments:

- › Established community garden on hospital campus in Summit and the "Bee Healthy" program
- › Provided nutrition programs and Zumba exercise classes to students
- › Provided 30 bilingual classes taught by medical residents to low-income families
- › Provided weekly exercise sessions for seniors in Overlook Medical Center's downtown location
- › Offered nutritional and exercise classes to the community
- › Supported farmers' markets and community gardens in the area


Cancer Prevention Accomplishments:

- › Reached close to 1,000 community members through cancer prevention educational programs and screenings held in the community
- › Worked with our community partners to provide Breast Health educational programs in the community

Atlantic Health System will continue to address these health needs through the end of 2015. The process for the 2016 community health needs assessment is underway.

ATLANTIC HEALTH COMMUNITY BENEFIT SUMMARY 2014





Financial Assistance and Means-Tested Government Programs	\$79,480,742
Uncompensated Charity Care Free and reduced-cost care provided for people unable to pay.	\$25,441,822
Medical Assistance Shortfall New Jersey Medicaid is health insurance provided by the state, covering low-income parents/ caretakers and dependent children; pregnant women and people who are aged, blind or disabled.	\$54,038,920
Community Health Improvement Services and Community Benefit Operations: Includes community-based initiatives and resources to promote health and wellness.	\$4,245,404
Community-Building Activities Includes coalitions for mental health issues and traumatic loss events, health information technology, healthy communities, and school culture and climate. Also includes the costs for the community garden in the Summit community to encourage healthier lifestyles.	\$1,520,769
Health Professions Education: Includes clinical programs to provide medical education to future physicians and nurses.	\$38,353,433
Subsidized Health Services Clinical services provided by the health system hospitals despite a financial loss to the organization. Financial loss is measured after removing losses from uncompensated charity care, bad debt and Medicaid shortfalls.	\$25,858,046
Cash and in-kind contributions for Community Benefit:	\$1,296,739
<hr/> Total	\$150,755,133

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