

**Geisinger Community Medical Center**  
**Community Health Needs Assessment**  
**Update: 2017**

## Community Health Needs Assessment

In each of the following sections, you will read about regional or system-wide programs offered by Geisinger as a focused effort to fulfill community and patient needs that were identified through the latest Community Health Needs Assessment (CHNA) surveys.

Geisinger Health System collaborated with outside organizations across a 13-county region to contract Tripp Umbach, a private healthcare consulting firm and nationally recognized leader in health needs assessments. Between October 2014 and March 2015 information was gathered from key community stakeholders using a variety of methodologies including: interviews, hand distributed surveys, and analysis of secondary data.

Some of the programs described in the following synopses are completely operated and/or funded by Geisinger and some are offered in cooperation with local health and human service agencies. Often, the needs of the communities we serve are similar throughout the areas of Pennsylvania and southern New Jersey where Geisinger providers care for patients. In these cases, we develop system-wide programs to benefit patients throughout our system. For more specific needs found in our local communities, we offer programs to serve patients close to home.

The program synopses are sorted by Geisinger hospital. The services and programs we provide are a response to needs identified in the most recent or, in some cases, past CHNA surveys. The synopses describe how the programs or services we provide fall into one of three broad categories:

### **Improving access to healthcare**

Perhaps the most significant need identified in the CHNA survey was for better, faster, more convenient and less costly access to healthcare services of all kinds. Geisinger is taking innovative steps to address barriers to healthcare and help provide physical, mental, dental, rehabilitative and preventive services to patients, regardless of their health insurance status. The topics addressed include: how to find the right doctor, provider or facility; special services provided to patients with specific needs (such as the elderly or underinsured or uninsured); trauma prevention and treatment; and many others.

### **Addressing behavioral health and substance abuse**

Geisinger and its partners have a wide range of programs aimed at helping patients find healthcare services when they are facing mental, psychiatric, developmental or behavioral health challenges or struggling with addiction. Alzheimer's disease and other aging brain issues as well as alcoholism and opioid abuse are addressed in a large and growing number of programs specifically aimed at expanding services.

### **Improving healthy behaviors**

Prevention is key when addressing lifestyle choices and preventable health conditions. Geisinger has numerous educational programs to help patients get well and stay well. These efforts include classes offered to the community and outreach programs that bring healthcare professionals, education, nutrition and medication to the people. Our goal is to assist patients with their health before a serious problem arises that sends them to the hospital.

For more information about Geisinger Health System or to read the 2016 CHNA brochures, please go to <http://www.geisinger.org/chna>

## **Geisinger Community Medical Center (GCMC)**

Located in Scranton, GCMC provides a wide range of clinical services and is the area's Level II trauma center. A \$97.1 project that included a new 143,000 state-of-the-art building featuring operating suites, (including Scranton's only hybrid OR), an 18-bed intensive care unit, an expansive new lobby, more comfortable waiting areas, and private consultation areas, was completed in 2015. GCMC providers care for a populace that lives in rural, suburban and city settings and treat the entire spectrum of illness, disease and injury for adults and children from diverse cultural and national backgrounds.

## **Table of Contents**

### **Improving Acces to Healthcare**

**Community clinics are a lifeline for the uninsured and underinsured**

**A singular place for comprehensive cancer care**

**Taking the next step to deliver advanced medicine**

### **Addressing Needs Related to Behavioral Health and Substance Abuse**

**Breaking down barriers to psychiatric care**

### **Improving Healthy Behavior**

**Trauma services deliver lifesaving care around the clock**

**Moving toward better health**

## Improving access to healthcare

### Community clinics are a lifeline for the uninsured and underinsured

From treating routine illnesses and injuries to diagnosing more serious health conditions, community clinics are making a real difference in the lives of families who struggle with healthcare costs. Geisinger helps uninsured and underinsured families get access to the care they need by donating vital monitoring and diagnostic services to these clinics. In addition, Geisinger providers volunteer countless hours of time and talent to caring for clinic patients.

In the Scranton area, Geisinger helps to support two clinics. Scranton Primary Health Care Center, located at 959 Wyoming Ave. in Scranton, provides internal medicine, pediatrics, gynecology, a prenatal clinic and social services, including homeless outreach, to uninsured and underinsured residents of Lackawanna County. Patients of the clinic who require more complex care may be referred to Geisinger Community Medical Center for diagnostic services and procedures.

The Edward R. Leahy Jr. Center Clinic for the Uninsured, located at 240 Kressler Court at The University of Scranton, offers non-emergency health care to uninsured Lackawanna County adults and children. Patients who require diagnostic testing may be referred to Geisinger Viewmont in Scranton.

Community clinics respond directly and immediately to the need for better access to healthcare by providing low- to no-cost care without any federal funding. Geisinger's partnerships with community clinics help to improve the delivery of healthcare services and create a culture of caring that never depends on a person's income.

### A singular place for comprehensive cancer care

With the opening of a comprehensive cancer center at Geisinger Community Medical Center (GCMC), residents of Scranton and other areas of Lackawanna County now have access to state-of-the-art, multidisciplinary cancer care in the community where they live and work. The center addresses all aspects of cancer care, from prevention to detection and treatment, within a single, convenient location. In addition, patients at the new GCMC Cancer Center will benefit from the services of experienced nurse navigators and caring social workers, who help families manage the many challenging details that a cancer diagnosis brings.

The GCMC Cancer Center is staffed by world-class physicians and specialists trained in cancer care and treatment. These include hematology/oncology, radiation oncology, radiology, pathology and surgery. The providers take a team approach, focusing on communication and collaboration, addressing every aspect of a patient's care to increase chances for the best possible outcome.

Because the GCMC Cancer Center is backed by Geisinger's broad range of cancer care services, patients who may require certain specific services — such as advanced surgery, clinical trials or bone marrow transplantation — can be seamlessly connected to the appropriate resources within Geisinger Health System.

The \$2.1 million, 6,500-square-foot cancer center includes 7 exam rooms; 11 infusion bays, including a separate IV and chemotherapy prep area; and space for supportive therapies such as therapeutic phlebotomy and hydration. Each infusion bay offers comfort features such as a heated seat, an individual television and a privacy screen.

## **Taking the next step to deliver advanced medicine**

Geisinger Health System continues to explore a new way of delivering outstanding healthcare throughout northeastern Pennsylvania — the Center of Excellence model. A Center of Excellence designation recognizes surgical or other advanced medical programs with a demonstrated track record of favorable results. Each Center of Excellence offers a set of services targeted to a very specific medical population. Physicians and other staff members at a designated center have performed many of the surgeries or procedures effectively, increasing their likelihood for continued success and positive outcomes.

Currently, Geisinger Medical Center in Danville is a Center of Excellence for bariatric (weight-loss) surgery, and Geisinger plans to develop a similar program at Geisinger Community Medical Center in Scranton to serve residents of Lackawanna and Luzerne counties.

Geisinger Wyoming Valley Medical Center is also bringing specialized services to the region. It is one of the few facilities in northeast Pennsylvania to perform transcatheter aortic valve replacement, or TAVR, a procedure that repairs damaged heart valves without major surgery. Geisinger physicians experienced in the successful completion of this procedure draw patients referred by hospitals throughout the two-county area.

In the near future, Geisinger aims to open similar centers in specialties like advanced cancer surgery and advanced spine surgery in northeast Pennsylvania. By providing access to less-common surgeries and procedures that are performed by professionals with proven records of success, Geisinger is improving access to specialized healthcare for residents who otherwise might have to travel to other parts of the state or country.

## **Addressing needs related to behavioral health and substance abuse**

### **Breaking down barriers to psychiatric care**

In Lackawanna County, alcohol and drug addiction are serious issues which affect countless households. Many residents also struggle with psychiatric issues such as depression, bipolar disorder, anxiety disorder, eating disorders and schizophrenia. Geisinger Community Medical Center (GCMC) understands the devastating impact this can have on families and is partnering with the Scranton-area community to break down barriers to diagnosis and treatment.

Through Geisinger's systemwide effort to bring psychiatric services to those who need them most, psychologists and clinical social workers are being integrated into primary care practices throughout our region. A pediatric psychologist is currently providing services at the Geisinger Mt. Pleasant clinic in Scranton. These professionals are available to assess and treat patients whose primary care physicians identify behavioral health issues. Their presence onsite eliminates long waiting periods for care. Being introduced to mental health professionals by their primary care physicians helps many patients feel more comfortable pursuing psychiatric care.

There are times when psychiatric patients cannot be safely treated at home. For patients at imminent risk of harming themselves or others, the inpatient adult psychiatry unit at GCMC offers a safe haven. Most patients at the 24-bed unit are admitted through GCMC's Emergency Department. The facility is fully staffed by experienced psychiatrists, nurses and therapists. Many patients in the unit struggle with addiction combined with other psychiatric conditions, and the GCMC staff provides expertise in all aspects of their care.

## Improving healthy behaviors

### Trauma services deliver lifesaving care around the clock

The communities served by Geisinger Community Medical Center (GCMC) run the gamut from urban neighborhoods to rural settings. Because of this, they are susceptible to a wide range of trauma events. Rural residents may be more likely to experience natural disasters and agricultural, ATV or firearm incidents, while citizens living in the city may more frequently need assistance in the event of automobile and construction-related accidents. All residents are susceptible to life-threatening health emergencies such as heart attacks and falls. The accredited trauma program at GCMC provides a wide range of services for everyone in Scranton and the greater Lackawanna County area.

The GCMC trauma program is committed to delivering world-class trauma services to residents of all ages. The staff is available 24 hours a day, 365 days a year, and is trained to handle multiple complex cases simultaneously and efficiently, using the latest techniques in traumatic and post-traumatic care. Trauma specialists use every modern medical tool available to save lives.

Geisinger believes that education can help avert risky behaviors and, as a result, prevent many traumas. We work closely with communities to stop catastrophic injuries from happening, with programs that promote safe behavior and decision-making. For our children, teens and young adults, we offer programs on car seat safety, gun safety, alcohol awareness, prom night safety, ATV safety and the dangers of distracted driving. We're also educating older adults in ways to avoid falls and how to drive responsibly.

Through education and the highest standards of emergency care, the GCMC trauma team is a lifesaving force in northeast Pennsylvania. The GCMC trauma program is accredited by the Pennsylvania Trauma Systems Foundation.

### Moving toward better health

At Geisinger Community Medical Center (GCMC), the health and well-being of the local community is always a priority. We promote our culture of physical and mental wellness by offering residents a chance to get off the couch — or away from the computer — and get moving.

At the annual Scranton Half-Marathon, held each spring, local residents are joined by runners from across Pennsylvania and other states for a fun and competitive race through historic neighborhoods and along the scenic Lackawanna River Heritage Trail. Geisinger is proud to be a primary sponsor of this popular event, in which many GCMC employees compete each year.

Local runners can also take to the streets for Geisinger's annual Turkey Trot 5K, held the Saturday before Thanksgiving at three locations: GCMC, Geisinger Medical Center in Danville and Geisinger Gray's Woods near State College.

Scranton's newest fitness opportunity is Bike Scranton Life Cycles, a free bike-share program with stations at GCMC, The University of Scranton and other locations throughout town. The program offers riders a chance to explore the Lackawanna River Heritage Trail and beautiful Nay Aug Park on two wheels.

Geisinger's new Mount Pleasant Clinic is one of several Geisinger buildings designed around green space, with built-in access to one of the world's easiest, most popular forms of exercise: walking. The half-mile Mount Pleasant Wellness Trail, which features gardens and picnic tables, provides a safe, paved walkway for clinic visitors and employees.

# Geisinger

Finally, GCMC is pleased to offer the physical, spiritual and mental benefits of yoga — one of the safest and most universal forms of exercise — to members of our free Silver Circle wellness program for adults over 55. It's one more way Geisinger plays a leading role in in the active, healthy lifestyles of Scranton residents.