


Geisinger–Community Medical Center

# COMMUNITY HEALTH NEEDS ASSESSMENT



GEISINGER



Over nearly a century, Geisinger has been deeply committed to doing what is right for the community we serve. In fact, Geisinger Medical Center (GMC) opened earlier than planned in 1915 to handle the health care needs associated with a typhoid outbreak.

Although Geisinger Health System is a much different place than GMC was long ago, we remain true to our patient care, education, research and community service mission. As part of this endeavor, we are proud to support and participate in regular community health needs assessments in conjunction with other area organizations.

Community health needs assessments are an important component in our effort to enhance the health and well-being of the people throughout northeastern and central Pennsylvania. Please read the information in this brochure and visit [geisinger.org/chna](http://geisinger.org/chna) to learn more about Geisinger's ongoing efforts in this regard.

Long ago, our founder Abigail Geisinger set a high standard by stating, "Make my hospital right. Make it the best." We believe community health needs assessments and the actions we take as a result help us achieve that goal.

Sincerely,



Glenn Steele, MD  
President & Chief Executive Officer

## Getting to Know You Better

Meeting the needs of the communities we serve means understanding those communities thoroughly. And what better way to do that than by talking to the people who live and work there through a Community Health Needs Assessment?

We partnered with the Healthy Northeast Pennsylvania Initiative, a regional membership based organization focused on community health, and contracted with The Institute for Public Policy & Economic Development, to conduct the assessment. Together, we conducted a household survey of Luzerne and Lackawanna counties, collected data and interviewed local social service workers, health care professionals, and representatives from major employers, free clinics, local government and insurers. The study was completed in 2012 and what we discovered was eye opening.

Topping the list of needs for Lackawanna County was a need for improved access to healthcare for underinsured and uninsured residents. According to the study, there are a limited number of primary care physicians, specialists and dentists in the area that accept medical assistance. Additional resources for mental and behavioral health issues are also needed. These facts, combined with a high rate of poverty, unemployment and the high cost of health insurance means too many residents were not getting the care they need.

A second crucial need for the community was increasing healthy behaviors. Survey respondents indicated a need for health education programs focused on diet and exercise, stress, safety, and prevention of chronic diseases. Unhealthy lifestyles are a major factor in some of the top ranked chronic conditions, including hypertension and high cholesterol. In addition, Lackawanna county residents have higher rates of excessive drinking (24%) and smoking (25%) than the Pennsylvania averages (18% and 21%, respectively). By improving nutrition, making better lifestyle choices about smoking and substance abuse, and increasing physical activity, individuals can help to prevent some of today's most prevalent chronic diseases.

In addition, the study showed that community members are not receiving preventative testing and screening. Less than 25% of the survey respondents received recommended cancer screenings, such as mammograms, pap smears and prostate exams. Patient compliance, health literacy and a general lack of knowledge of existing health care resources are major barriers that make increasing healthy behaviors a challenge.

# COMMUNITY HEALTH NEEDS ASSESSMENT

## for Lackawanna County



The third largest need the study identified was for community development of multilingual healthcare services; expanded mental health and drug and alcohol services; and transportation. Language barriers between patients and providers present challenges when delivering care. There are few or no providers speaking Spanish or any Indian dialects and none able to work with the region's growing Russian and Bhutanese populations. Overall, mental health issues, generational substance abuse issues and prescription drug abuse are all on the rise and existing resources cannot adequately meet the needs. Finally, transportation continues to be a barrier to care throughout the region due to the limited public transportation system.

So now that we better understand the needs of the communities we serve, what are we doing to meet them?

Plenty.

At Geisinger–Community Medical Center, patients and families can access high quality, coordinated, patient centered care – right in their community.

And with \$336.6 million put toward community support in 2012 alone, the programs showcased in this brochure are just a small sampling of the ways in which we're working to address the needs and improve the lives of the people we serve.



## Your Community is our Community.

Exceptional healthcare. It's what our neighbors in northeastern and central Pennsylvania have been expecting from us for generations. And after nearly a century, we're meeting, and exceeding, those expectations like never before.

In fact, Geisinger's integrated healthcare system has become a nationally recognized model for delivering innovative, high-quality care that's efficient, effective, and most importantly, compassionate.

The way we see it, we don't treat illness. We treat people.

People like Karen, who turned to the Leahy Clinic when severe pain in her arm was making it nearly impossible to work.

People like Mary, who could go to work with confidence knowing her parents were being well cared for every day at the LIFE Geisinger Center in Scranton

And people like Mary Ann who, at eighty-seven, enjoys daily activities and trips, surrounded by friends and compassionate caregivers, at the Mountain View Care Center.

Karen, Mary, and Mary Ann are just three of the hundreds of thousands of people whose lives are touched annually by Geisinger Health System.

With that many people depending on us, we take our commitment to the communities we serve very seriously. In 2012 we provided community support including: free care for patients who could not afford to pay; care for the elderly and poor not covered by Medicare or Medicaid; and numerous community health, education and outreach programs that promote positive, healthy behaviors and encourage early detection and treatment of disease.

We're also proud of the fact that in 2012 the Hospital and Healthsystem Association of Pennsylvania reported that Geisinger Health System has an annual \$6.1 billion positive impact on the local, regional, and Pennsylvania economy.

Our non-profit mission allows us to not only make significant investments in community needs, but also partner with other local non-profit organizations to help improve the health of the people we serve in northeast and central Pennsylvania.



## Lack of Insurance Shouldn't Mean Lack of Care

"I had just moved here and gotten a job right away. But I didn't have insurance and I made too much to qualify for Medicaid," explains Karen Miller of Moscow. "When the pain started in my arm I didn't know what to do. Luckily, a coworker told me about the Leahy Clinic."

"Miller's story is all too common," says Andrea Mantione MSN, CRNP, Director of the Edward R. Leahy, Jr. Center Clinic for the Uninsured. "Most of our patients are working two or three jobs but still don't have insurance." She adds that Geisinger-Community Medical Center's support helps make the care they need possible.

It turns out a torn rotator cuff and nerve-pinching spur were causing Miller's pain. Thanks to the clinic, she was able to see an orthopaedist, get x-rays and pain medication, and work with a physical therapist for free. "I don't know what I'd have done without them," she says.

Another option for people who need medical care but don't have the insurance to cover their needs is the Scranton Primary Health Care Center, which has been helping both the uninsured and underinsured for over thirty-five years.

"Our fees are on a sliding scale, based on a person's ability to pay," explains Mary Lou Czyzyk RN, the Care Center's Executive Director. "We have four physicians on staff, three nurse practitioners, two dentists, and a hygienist." Czyzyk says the Care Center sees about 9,000 patients a year and adds that now, thanks to Geisinger's involvement, they have more access to affordable local specialty care. "They don't have to travel the way they used to. It makes a big difference," she says.

Both the Leahy Clinic and The Scranton Primary Health Care Center work closely with The United Neighborhood Center of Northeastern Pennsylvania. "We're a Community Service Agency dedicated to meeting the needs of low income youth, families and senior citizens," explains Executive Director, Michael Hanley.

He explains that one of the many things his organization does is work as a liaison between community members and medical services. "People in poverty often end up there because of a health crisis. It could be their own or their children's." Hanley says his goal is to direct people to the medical care they need before the crisis gets out of hand and they end up in the Emergency Department.

"We try to connect the dots," he says. "Whether it's medical care, housing assistance, crisis intervention, dependent care, or food for the hungry. When everyone works together for the good of the community, we all benefit."

## Free healthcare for the under and uninsured

Geisinger is in the fight for healthier communities and easing the burden of care for the uninsured and underinsured in our area. That's why we donate vital medical services such as lab work, x-rays, cat scans, ultrasounds and MRIs to Scranton Primary Health Care Center and Leahy Clinic for the Uninsured each year.

This partnership allows public and private health care services to function better, maximizes resources and creates a culture of caring that never depends on a patient's income.

Scranton Primary Health Care Center, Inc.  
959 Wyoming Ave Scranton, PA 18509  
Phone 570.344.9684/570.969.9662  
Fax 570.969.0968  
Web: [scrantonprimary.org](http://scrantonprimary.org)

Leahy Clinic for the Uninsured  
240 Kressler Court Entrance  
University of Scranton  
Basement of McGurrian Hall  
Scranton, PA 18510-4670  
Phone 570.941.4121  
Web: [lchfc.edu](http://lchfc.edu)





## Improving Quality of Life for Qualified Seniors

“What we offer is peace of mind,” explains Robb McQuillan Director of LIFE Geisinger. “Peace of mind for the families and peace of mind for the seniors in our care.”

Anyone over fifty-five and eligible for nursing home care can participate in the program. This allows them to receive 24/7 access to in-home care along with the opportunity to spend two to five days a week at the LIFE Geisinger Center—with all transportation provided by the program.

At the LIFE Geisinger Center, seniors are offered physical and occupational therapy, a physician is on hand to meet medical needs, a dietician ensures proper nutrition, and there are activities designed to enhance cognitive skills. But what’s the most important thing many seniors find at the Center?

Friends!

To be able to socialize and feel connected is important for anyone’s emotional wellbeing at any age. At the LIFE Geisinger Center there are plenty of other seniors to relate to, as well as dedicated, caring staff that many participants say become like a second family.

Something for which Mary Roche of Dunmore says she will be eternally grateful. “The staff at the LIFE Geisinger Center in Scranton treated my parents with so much love and compassion, I can’t begin to say enough nice things about them,” she says. Mary’s mother, who suffered from Parkinson’s disease, was a daily visitor at the Center from 2007 through 2009. Knowing she was in such good hands gave Mary and her father the peace of mind they needed during an extremely difficult time.

In 2009, Mary’s mother passed away and her father’s health deteriorated. “He lost the love of his life,” she explains. “They were married for over fifty years.”

Luckily, Mary knew where to turn.

In 2010 her father became a daily visitor at the LIFE Geisinger Center and Mary says the care he received there gave his life new purpose. “I saw a real change in him,” she says. “And I honestly think he lived longer than he would have otherwise.”

Mary Roche firmly believes that after her mom passed away the staff and residents at the LIFE Geisinger Center became a second family to her dad. “I don’t know what I’d have done without them,” she says.

## LIFE Geisinger for independent-minded seniors

LIFE Geisinger (Living Independently For Elders) provides additional independence for seniors, their families and caregivers and can help seniors stay in their homes while getting the daily living and health services they need.

Our team of professionals is on call all day, every day for non-emergencies.

The LIFE Geisinger team is also recognized as a national leader in caring for individuals with dementia disorders such as Alzheimer’s. In fact, we’re designated as an Excellence in Care Dementia Program of Distinction by the Alzheimer’s Foundation of America.



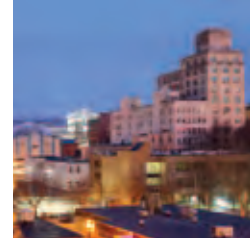
## Who’s eligible?

Eligible individuals must have Medicare, Medicaid or be able to pay privately. Additional eligibility requirements include:

- Be at least 55 years of age.
- Live within the designated service territory of Lackawanna, Luzerne, Columbia, Montour, Northumberland or Schuylkill counties.
- Meet the clinical nursing home criteria as determined by the Area Agency on Aging.
- At the time of enrollment, be able to safely live in a community setting.

LIFE Geisinger  
2300 Adams Avenue  
Scranton, PA 18509  
Phone: 570.558-6160  
Toll free: 1.800.395.8759  
lifegeisinger.org





## A Little Bit of Eden Right Here in Scranton

As a certified Eden Alternative® Center, improving the well-being of Elders and their care partners by transforming the communities in which they live and work is at the heart of Mountain View Care Center’s philosophy.

“Our mission is to provide excellent geriatric care that is person centered, evidence based and enables the elders we serve to attain and maintain their highest level of functioning,” explains Maryann Rubino, BS, RN, MS, Director of Nursing and Clinical Care Services. “This isn’t a facility, it’s a home where our community of residents and staff live and work. Being an Eden Alternative Center, we encourage relationships that give purpose to our lives. Incorporating plants, animals, and children into our program is a big part of our philosophy.”

What isn’t a part of the program? Restraints. Neither physical restraints nor chemical restraints are used here—even when managing dementia and difficult behaviors. “Once we remove the stressors and manage medical conditions,” Rubino explains, “the agitated behavior usually subsides. Patience and compassion really are more effective than restraints.”

Mark Palma, NHA, Administrator of the center points out that there’s an extremely low rate of turnover among staff members. “This gives the residents a sense of continuity,” he explains. “It’s better for everyone. And we all know there’s no hierarchy here. We all pitch in to do anything we can.”

Mary Ann McCarthy has called the center home for 5 years. At eighty-seven, her eyes sparkle with enthusiasm as she describes a recent shopping trip and two beautiful black dogs that are brought in to play with the residents. “Everyone here is just wonderful,” she says. “I have many friends and lots to do. I love this place.”

Genevieve Sileo agrees. She says she wakes up each morning and looks at her calendar to see what’s on for the day. “Baseball games, visits from preschools, bingo—I have so much to look forward to.” Her daughter adds that when her mother was living at home she seemed depressed and was limited by her lack of mobility.

“We’ve seen a big change since she moved in here,” she says. “And we’re all very grateful.”

## Mountain View Care Center for Seniors

Mountain View Care Center (MVCC) focuses on being a home away from home for elderly residents in our region. Not an institution.

Geisinger Community Medical Center (GCMC) provides medical assistance to MVCC, a 180-bed skilled nursing geriatric rehabilitation center and helped build the center into an Eden-Certified Center in 2000. The Eden mission? To improve the well-being of seniors and caregivers by transforming the communities in which they live and work. MVCC serves

Lackawanna, Luzerne and surrounding counties and is committed to compassionate, dignified person-centered care.

A large team of health, nutrition and mental health professionals work around the clock to provide Mountain View residents a high level of physical and emotional comfort. MVCC’s home provides short-term rehabilitation and skilled nursing services to the community, as well as a 24-bed dementia unit to enhance the quality of life of those suffering from memory and other mental disabilities.

In 2011, MVCC donated \$2.7 million in unreimbursed care related to 39,695 Medicaid or Medicare patient care days. They also serve as a clinical education site for over 20 healthcare professional programs from 8 local universities and colleges.

Mountain View Care Center  
2309 Stafford Avenue  
Scranton, PA 18505  
Phone: 570.341.0050  
[mountainviewcarecenter.org](http://mountainviewcarecenter.org)



