

# Measuring Our Impact

## 2011 Community Benefit Report



**Children's**  
Healthcare of Atlanta

# Mission: To make kids better today and healthier tomorrow

**Egleston**—One of our three free-standing pediatric hospitals, Egleston has 255 licensed beds. We treat two-thirds of the pediatric trauma patients in Georgia, and Egleston houses the state's only Level 1 pediatric trauma center. During the past 20 years, we have treated more than 300 patients with extracorporeal membrane oxygenation (ECMO), a lifesaving heart and lung bypass machine that assumes a patient's heart and lung functions to allow these organs to heal during some critical illnesses. Egleston is one of only a few pediatric ECMO centers in the Southeast.

**Hughes Spalding**—We manage the Hughes Spalding Children's hospital for Grady Health Systems at no fee. From 2006 to 2011, we contributed \$13.9 million to cover the hospital's annual operating losses and spearheaded fundraising campaigns to build a new \$43 million hospital to replace the aging one in downtown Atlanta. Opened in 2009, the new hospital includes an expanded Emergency Department, 24 licensed beds and specialty clinics for asthma, child protection, primary care and sickle cell disease. The primary care service is especially important because children are often taken to Emergency Departments for general care when they do not have their own private physicians. The Sickle Cell Disease Clinic at Hughes Spalding helps us treat one of the largest pediatric sickle cell disease populations in the country.

**Scottish Rite**—This hospital has 250 licensed beds. It is home to our Limb Deficiency Center and is the only hospital in Georgia with an onsite orthotic and prosthetic devices lab. Scottish Rite has an intra-operative magnetic resonance imaging (iMRI) system that is specially designed for use in neurosurgery operating rooms. We perform more pediatric brain tumor surgeries than any other hospital in Georgia—100 in 2011. A study conducted by the University of Minnesota shows that by using an iMRI, neurosurgeons are able to find and remove more of the tumor in 25 to 30 percent of cases. Scottish Rite also houses our other free-standing, Level 2 pediatric trauma center.

**Marcus Autism Center**—A subsidiary of Children's, this is one of the largest and most comprehensive centers in the country for the diagnosis and treatment of autism and related disorders. In the U.S., one in 88 children is diagnosed with autism. In Georgia, that rate is one in 84—or an estimated total of more than 25,000 children. In 2011, more than 5,600 individual patients were treated at Marcus Autism Center.

# Our Commitment to our community

More than 300,000 families came through our doors for care last year, each of them with a fervent hope—that we could make their children better.

Every day our dutiful doctors, nurses and medical professionals dedicate themselves anew to our mission: To make kids better today and healthier tomorrow. We believe the health and well-being of our community's children shouldn't be based on a family's ability to pay.

In 2011, Children's Healthcare of Atlanta contributed \$148 million in total community benefit. But, we cannot do it alone. We are working with local universities, schools and pediatricians to deliver more effective care, and not just to those in Atlanta. This report illustrates the many contributions Children's made to Georgia in 2011, including our commitment to:

- Delivering the best care—Children's ranked in all 10 specialties, as listed by *U.S. News & World Report*.
- Inspiring the best in people—Children's retained 55 percent of graduating residents and 75 percent of fellows in Georgia, a state with critical shortages in pediatric medicine. In addition, we had a benchmark nurse retention rate of 94 percent.

- Engaging and serve our communities—Children's launched Strong4Life to lead the fight against childhood obesity in Georgia.
- Transforming pediatrics—Children's organized a coalition among more than 1,700 pediatric physicians and Georgia's hospitals to improve access to care and developed collaborations with our academic partners to increase pediatric research activities and support.

Our journey is not over, and as each year concludes, we return with fresh hopes and fresh ideas—ready to provide the right care to the right child at the right time.



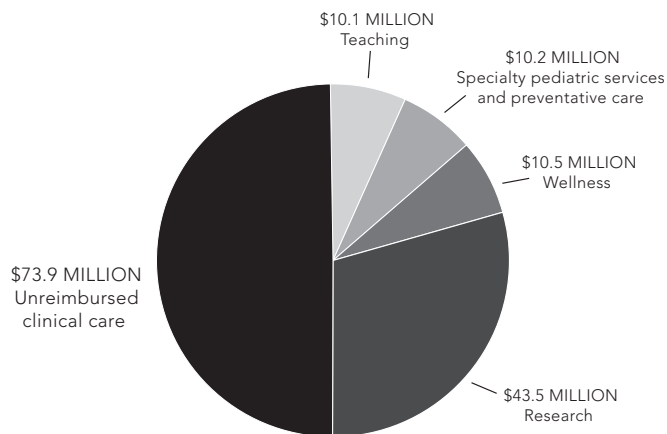
Donna Hyland  
President and CEO  
Children's Healthcare of Atlanta

# Our 2011 impact in dollars

\$148.2 MILLION

## Total community benefit

These are programs or activities that provide treatment and/or promote health and healing as a response to our community's needs.



\$73.9 MILLION

## Unreimbursed clinical care

Children's is committed to providing medically needed healthcare to the children of Georgia. In 2011, Children's provided about \$73.9 million of care for which we did not get paid.

\$43.5 MILLION

## Research

This includes the cost of facilities, equipment and salaries to support research. Children's collaborates with Emory University School of Medicine, Georgia Institute of Technology and other academic institutions in more than 600 active research studies. Advances in medicine and enhanced patient care are a direct result of research.

\$10.5 MILLION

## Wellness

These programs provide education awareness and support to the community, other not-for-profit organizations and school systems, and are designed to keep our children healthy and out of the hospital. Wellness includes obesity prevention, healthcare provider training and outreach efforts.

\$10.2 MILLION

## Specialty pediatric services and preventative care

This is the cost to provide specialty pediatric services that go beyond traditional medicine to create a healing environment specially designed for kids. Services include health screenings, asthma care and education, injury prevention, child life specialists, family libraries, play areas, a 24-hour nurse advice Call Center and hospital-based classrooms.

\$10.1 MILLION

## Physician training

This is the cost of providing education to prospective physicians less federal support of our graduate medical education program. We are training the next generation of caregivers as the pediatric teaching site for Emory University School of Medicine and Morehouse School of Medicine, with 115 residents and 97 fellows in more than 26 different specialties.



# Our impact on Georgia's children

We provide care to children from birth to age 21—treating patients from all 159 counties in Georgia. While the delivery of unreimbursed care is our biggest mechanism to meet our communities' needs, we also offer extensive wellness programs and subsidized health services to augment care and improve the health of Georgia's children.

## Through wellness programs because children need obesity prevention

### Strong4Life

In 2011, we launched our Children's Strong4Life childhood obesity initiative with pilots conducted in the communities of Macon, Columbus and Atlanta. A public awareness campaign was the cornerstone of our efforts to help community members recognize the impact of childhood obesity in Georgia. Each community benefited from programming aimed at helping children adopt healthy habits that ultimately lead to healthy weight.

### Strong4Life Challenge

We reached 9,292 children at 21 schools through the Strong4Life Challenge Program. Our Strong4Life Steps Program trained 436 early childcare workers on how to adopt healthy habits in their centers to improve nutrition and increase physical activity of the children.

### Camp Strong4Life

At Camp Strong4Life, our goal is to help overweight children improve their lives by emphasizing increased physical activity, better eating habits and heightened motivation to engage in healthy behaviors. Camp Strong4Life gave more than 250 children and their families the chance to experience camp, build long-lasting friendships and make memories that last a lifetime by promoting positive self-esteem and independence through fun and learning.

### Strong4Life Provider Training

As part of Strong4Life, Children's physicians developed a program that trained more than 1,000 healthcare providers to initiate conversations about BMI measurement, nutrition and physical activity with patients and families. And to set simple goals with parents focused on healthy changes.

## Through specialty services and preventative care because children need care made just for them

### Building Bridges

Through this program, we educate school professionals and provide resources to improve overall health among students, schoolteachers and staff. In 2011, the program distributed 6,000 newsletters and 10,000 calendars containing best-practice tips and health promotion activities to prevent illness and injury; sent monthly emails during the academic year to approximately 1,403 school professionals; and launched billboards, radio spots and print advertising to promote healthy messages in metro Atlanta.

### Call Center

Our 24-hour Call Center helps patients determine appropriate levels of care and action. With an after-hours advice line manned by specially trained nurses, this service includes direct access for patients to obtain homecare instructions or a referral to the needed level of care. The team also provides care management services, including a registered nurse dedicated to patients with concussions. In 2011, the Children's nurse advice line staff answered approximately 142,000 calls from parents across Georgia.

## **Asthma Care and Education (ACE) Program**

Through this program, experts from Children's supply school and day care personnel with the necessary resources, equipment and education to care for children with asthma. In 2011, our team conducted 56 asthma education presentations at schools and day care centers; provided training presentations to two separate audiences of 112 each; delivered 974 pieces of asthma equipment and supplies; advised 3,281 school, day care and health professionals; and distributed nearly 66,000 educational materials.

## **Stephanie V. Blank Center for Safe and Healthy Children**

The center works with law enforcement, the Division of Family and Children Services (DFCS) and child advocacy agencies to identify, treat and prevent child abuse and neglect. In 2011, the center, located at our Scottish Rite hospital, provided comprehensive medical evaluations to more than 1,830 patients, with an additional 463 patients seen at a secondary location at our Hughes Spalding hospital. In addition, through the center, we trained more than 6,000 professionals about how to recognize, report and prevent child abuse in 2011. Those trained included medical personnel, law enforcement, child advocates, school staff, social workers and mental health practitioners.

## **Family Libraries**

Families can access important information about the health and wellness of their children at our onsite libraries, located at our Egleston and Scottish Rite hospitals. Librarians guide families through consumer medical and health searches that offer easy-to-comprehend details about specific conditions and treatments. In 2011, more than 185,000 people visited the libraries—resulting in nearly 480 medical searches and more than 83,000 items being checked out.

## **Health Law Partnership (HeLP)**

A collaboration with Georgia State University College of Law and the Atlanta Legal Aid Society, HeLP combines the healthcare expertise of hospital professionals with the legal expertise of attorneys to improve the health and well-being of low-income children and their families. Unsanitary living

conditions can exacerbate illnesses, and poverty can prevent children from receiving needed medications. In 2011, HeLP handled 600 active cases representing 514 unique clients.

## **Injury Prevention**

Children's serves as the lead agency for Safe Kids Georgia, a statewide network dedicated to the prevention of unintentional injuries among children. Preventable injuries are the leading cause of death for children from birth to age 14. In 2011, Safe Kids Georgia—through its 29 local coalitions across approximately 50 counties—provided education to more than 220,000 children, caregivers and professionals. Our certified child passenger safety technicians inspected more than 3,673 child safety seats, and Safe Kids Georgia's coalitions also distributed nearly 30,000 safety devices to residents throughout the state, including car and booster seats, bike helmets, smoke and carbon monoxide detectors, gun locks and personal flotation devices. In addition, Children's asked for legislation to be introduced requiring children to be properly restrained in a child passenger safety restraint device until they are 8 years of age. The bill passed and was signed into law by Governor Nathan Deal in May 2011.

## **Project S.A.V.E.**

This program helps Georgia schools become recognized as heart-safe, which means they have implemented our comprehensive program to prevent sudden cardiac deaths. It includes: Teaching CPR; implementing automated external defibrillators (AEDs); and preparing coaches, school nurses and other staff to manage these emergencies. Since Project S.A.V.E. began in 2004, 22 adults and 13 students are alive because their schools were prepared when they experienced sudden cardiac arrest. In 2011, 83 school nurses and other staff were trained as American Heart Association CPR instructors. Sixty additional schools joined Project S.A.V.E., bringing the total number of heart-safe schools to 838.

## **Scoliosis Screening Program**

Collaborating with metro Atlanta school systems and primary care physicians, we offer tertiary scoliosis screening to students who have been identified as having signs of scoliosis during previous screenings. These screenings take place at our Eggleston hospital and five Immediate Care Centers. Conducted by a registered nurse, each screening includes a spinal evaluation with X-ray. Parents and primary care providers receive recommendations for appropriate follow-up treatment as needed. In addition, the program offers scoliosis screening training for public health workers, school nurses and medical personnel. In 2011, nearly 500 children from 17 counties were evaluated at our scoliosis screening clinics, and 92 people from 25 counties attended the annual conference.

## **School Program**

This program is available for patients who miss school due to hospitalizations and clinic appointments. Certified hospital teachers serve as liaisons between patients and schools to coordinate instruction and educational support. The team educates parents on available services with their child's local school and provides the latest medical updates and recommendations to schoolteachers. In 2011, the School Program served 1,848 patients—630 were taught in one of our classrooms, clinics or at the bedside and 1,365 received additional educational support.

## **Through subsidized health services because children need access to specialized care**

### **Cancer Survivor Program**

This program, through our Aflac Cancer and Blood Disorders Center, offers continued assistance for childhood cancer survivors who last received treatment two or more years ago. More than half of all childhood cancer survivors experience effects from treatment later in life, and this program evaluates former pediatric cancer patients for symptoms of common conditions. In 2011, the program met with 179 new cancer survivors and had follow-up appointments with 414 survivors.

## **Cranial Remolding Program**

This program utilizes the STARband orthosis technology to treat infants with skull deformities. In 2011, we increased access to these services through the addition of a third STARscanner, a laser 3-D scanner used to document skull asymmetry. In addition to the treatment of skull deformities, we provided education to parents, pediatricians and healthcare providers through local in-services, state and national presentations and published literature.

### **Judson L. Hawk Jr., M.D., Clinic for Children**

Through this clinic, we offer comprehensive care for children with complex medical issues, such as cerebral palsy, cystic fibrosis and spina bifida. Specialists provide services to patients and families in one appointment, reducing the number of school and work absences. In 2011, the clinic had 6,118 patient visits.

### **Limb Deficiency Center**

This center offers comprehensive services that address the medical, therapeutic and emotional needs of children with congenital or acquired upper- and lower-extremity limb deficiencies. In 2011, as the only hospital in Georgia with an onsite orthotic and prosthetic devices lab, we treated approximately 200 children for congenital problems, trauma, cancer and multiple limb involvement cases. Also in 2011, the center's staff started offering high-definition silicone limb replacement prostheses and hosted a weekend summer camp for limb deficiency patients and their families at no cost.

### **Primary Care Center**

Our Primary Care Center in Chamblee provides health checkups and sick visits for children who rely on Medicaid. In 2011, we managed nearly 22,193 patient visits, which included 9,323 well-child checkups, 193 nurse-only visits and more than 12,870 sick visits. Also, the nursing staff at the center administered more than 19,152 vaccines.

## **Orthodontics and Dental Services**

We extend comprehensive dental services to patients age 21 and younger with craniofacial disorders and other special needs. This includes preventative dental services, orthodontics, pit and fissure sealants, dental health education, restorative and surgical dental procedures, sedation and general anesthesia services. In 2011, we treated more than 4,800 dental patients and nearly 2,900 orthodontic patients.

## **Patient Family Financial Assistance**

Financial assistance is provided to patient families in emergency situations associated with the medical needs of patients, including prescriptions, transportation, utility bills, lodging, meal tickets and durable medical equipment. In 2011, we provided financial assistance to 13,142 patients at our Egleston and Scottish Rite hospitals.

## **Summer Camps**

In collaboration with Camp Twin Lakes, Children's supports several camps for children with a variety of health conditions who could not otherwise attend a summer camp. While these campers play, have fun and make new friends, they remain under the caring supervision of volunteers and health professionals who are trained to meet their medical needs. Each camp also has at least one registered nurse who is onsite 24 hours a day. Using games, group exercises, workshops and sports activities, staff members teach and reinforce important life skills in fun, engaging ways. In 2011, camps supported by Children's hosted 727 children and families and 196 volunteers.

## **Trauma Care**

The Level 1 pediatric trauma center at our Egleston hospital and our Level 2 pediatric trauma center at Scottish Rite hospital are the only designated pediatric trauma specialty care hospitals in the state of Georgia, providing the highest quality trauma care for patients. Currently, there are no other tertiary care facilities in metro Atlanta capable of providing optimal care to a traumatically injured child, and as many as 60 percent of our trauma patients are referred to us from more than 90 hospitals within Georgia. We stand ready to provide and incur the cost of trauma care for pediatric patients who would not otherwise have access to such care. In 2011, more than 23,000 children visited our Emergency Departments for trauma care.



# Our impact on pediatric medicine

Our hospitals are vital centers of education—training the next generation of pediatric physicians and specialists—and home to advanced research that results in lifesaving discoveries, such as innovative cancer therapies and specialized surgical procedures.

## Through teaching because we need more pediatric specialists

Georgia ranks ninth in pediatric population nationwide, but 40<sup>th</sup> in physician supply per capita; we are experiencing a shortage of pediatricians and pediatric subspecialists. Our state is below the national average for the number of medical students per capita—34<sup>th</sup> of 46 states with medical schools—and our ratio of pediatric specialists per 100,000 children is less than the national average for 11 board-certified pediatric specialties.

As a result, we are working with our academic partners to increase residency and fellowship training programs. On average, 33 percent of Georgia's medical school graduates remain in the state to complete their residency training; the national average is 39 percent. In 2011:

- Ten percent of the Emory University School of Medicine graduating class entered pediatric residencies and 36 percent of the fellows trained at Children's currently remain within our system.
- We helped provide nearly \$10.1 million to aid 374 residents and 198 fellows through our Graduate Medical Education Program, which offers onsite training.
- We provided \$88,000 to our nurses through the Candler and CHANCES scholarship programs. These programs promote higher education opportunities for our most talented nurses.
- We provided onsite training to allied health students and offered internships to students in physical, occupational and speech therapy.

## Through research because it advances pediatric healthcare

We are committed to advancements in pediatric medicine and finding answers to perplexing medical conditions, working with partners such as Emory University School of Medicine, Georgia Institute of Technology and Morehouse School of Medicine.

In 2011, our researchers participated in more than 600 studies in 30 specialty areas. As part of our community health research collaboration with Emory University and Georgia Tech, we worked to develop new drugs and treatment techniques—like a new continuous renal replacement therapy device that is designed specifically with kids in mind. It can be used accurately on a 6-pound child, all the way up to a football linebacker.

Among other things, we are working on treatments for autism, brain tumors, cardiac problems and sickle cell disease; growing bone; and using cell phones to enhance memory and organization following a traumatic brain injury. Our 13 research centers are:

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| • Autism                              | • Hematology and oncology         |
| • Cardiovascular biology              | • Neurosciences                   |
| • Clinical and translational research | • Immunology and vaccines         |
| • Clinical outcomes and public health | • Pediatric healthcare technology |
| • Cystic fibrosis                     | • Pediatric nanomedicine          |
| • Developmental lung biology          | • Transplant immunology           |
| • Drug discovery                      |                                   |

# Children's at a glance

## One of the largest pediatric clinical care providers in the country\*

### Our not-for-profit healthcare system includes:

- 529 licensed beds
- Three hospitals
- 17 neighborhood locations, including:
  - Five Urgent Care Centers
  - Marcus Autism Center
- 32 telemedicine locations around Georgia
- More than 40 pediatric cardiologists at 18 statewide locations
- More than 7,800 employees
- Access to more than 1,700 pediatric physicians representing more than 60 pediatric specialties and programs
- 6,500 volunteers

### In 2011, we managed:

- 777,881 patient visits
- 326,182 patients (from all 159 counties in Georgia\*)
- 24,572 hospital admissions
- 136,769 inpatient days
- 747,103 outpatient visits
- 37,785 surgical procedures (inpatient and outpatient)
- 188,637 Emergency Department visits
- 100,843 Urgent Care Center visits
- 46,551 Primary Care Center visits
- 142,000 calls from parents across Georgia to the Children's nurse advice line

### In 2011, we launched Strong4Life to lead the fight against childhood obesity in Georgia, and:

- Impacted more than 300,000 kids through our physicians, camp, school and day care programs.
- Trained 1,000 physicians and healthcare providers.
- Reached more than 5,000 community members through Strong4Life events.

### Children's has been recognized by multiple organizations, including the following:

- Earned the Gold Seal of Approval by upholding national standards for healthcare quality and safety—The Joint Commission, a not-for-profit organization that accredits and certifies healthcare organizations in the U.S.
- Ranked in all 10 specialties in the *U.S. News & World Report* Best Children's Hospitals list.
- Awarded one of the 100 best companies for working mothers for seven consecutive years—*Working Mother* magazine.
- Selected by the Ohio Children's Hospitals' Solutions for Patient Safety (OCHSPS) National Children's Network to improve patient safety as a part of the steering committee.
- For the seventh year in a row, Children's was ranked one of the best places to work by *Fortune* magazine.

\*These are unique patients. This means each patient is counted once during the year.

## Children's has more than 60 pediatric specialties and programs:

- Acupuncture
- Adolescent medicine
- Allergy and immunology
- Anesthesiology
- Cardiology
- Cardiothoracic surgery
- Child advocacy
- Clinical molecular genetics
- Colon and rectal surgery
- Critical care
- Cystic fibrosis
- Dentistry
- Dermatology
- Developmental behavioral pediatrics
- Developmental pediatrics
- Emergency medicine
- Endocrinology
- Family medicine
- Gastroenterology
- General surgery
- Gynecology
- Hand surgery
- Hematology/oncology
- Hepatology
- Infectious diseases
- Interventional neuroradiology
- Medical genetics
- Neonatal and perinatal medicine
- Nephrology
- Neurocritical care
- Neurology
- Neuro-ophthalmology
- Neuropsychology
- Neuroradiology
- Neurosurgery
- Ophthalmology
- Oral and maxillofacial surgery
- Orthodontics
- Orthopedic surgery
- Otolaryngology
- Otology/neurotology
- Palliative care
- Pathology
- Pediatric surgery
- Pediatrics
- Pediatrics emergency department
- Pediatrics hospitalist
- Pediatrics urgent care
- Physical medicine and rehabilitation
- Plastic surgery
- Psychiatry
- Psychology
- Pulmonary diseases
- Radiation oncology
- Radiology
- Radiology interventional
- Radiology/vascular intervention
- Rheumatology
- Sleep medicine
- Sports medicine
- Toxicology
- Transplant
- Urology
- Vascular surgery



**Children's**<sup>SM</sup>  
Healthcare of Atlanta

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