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“We not only care about the communities we live in, but we take action to make them healthier. That’s why I’m proud to be a part of Sentara.”

Henry U. Harris, III (Sandy) Chair
Sentara Healthcare Board of Directors

“The hospital is part of the community and the community is part of the hospital.”

I will never forget these wise words Sam Glasscock, former Sentara Obici Hospital Board member, shared with me when Obici Hospital became part of Sentara Healthcare. This belief is core to how Sentara carries out its mission, approaches healthcare and supports the members of its team.

Our mission, we improve health every day, speaks to who we are as an organization and what we care about as people. Sentara team members provide care and compassion to everyone who walks through our doors. These same team members are active throughout our communities, conducting health screenings, assessing needs and educating community members about important health issues. The support we provide is mission-critical. It is also simply the right way to operate as a healthcare system.

We are an integrated system – both a provider and a health plan – and that adds significant responsibility to our mission. I am proud of the work we are doing to identify the many social issues that impact health, including housing, education and nutrition. These factors must be recognized and addressed as part of building healthy communities.

Sentara’s 28,000 team members not only serve the community, but are an integral part of it. We take care of our patients as if they are our own family, because they often are. When we treat a patient, we often are treating a team member’s mother, brother, grandparent or friend. It is in our mission to take care of our families, friends and communities. We all are stronger for it.

Howard P. Kern
President & CEO
Sentara Healthcare

“The work that we do demonstrates that we care about our communities. We do not serve because we have to; we serve because it is part of our moral compass.”

Howard P. Kern
President & CEO
Sentara Healthcare

Howard P. Kern
President & CEO
Sentara Healthcare
**Sentara Healthcare At a Glance**

**OUR MISSION**
We improve health every day.

**OUR VISION**
To be the healthcare choice of the communities we serve.

**OUR VALUES**
People, Quality, Safety, Service and Integrity.

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28,000+
team members

300+
sites of care

4
medical groups with 1,000+ physicians and advanced practice clinicians

12
hospitals, including a Level 1 trauma center

6 regions of care
Southeastern/Hampton Roads, VA
Charlottesville, VA
Harrisonburg, VA
South Boston/Halifax, VA
Northern Virginia
Northeastern North Carolina

455,000+
Optima Health members in Virginia and North Carolina
Sentara Healthcare At a Glance

Home Care & Hospice
Available in Virginia and Northeastern North Carolina

Advanced Imaging & Diagnostic Centers
Located across Hampton Roads, Northern Virginia, Charlottesville, South Boston/Halifax, Harrisonburg and Northeastern North Carolina

Sentara College of Health Sciences
Offering a variety of programs, including Bachelor of Science in Nursing, Associate Degree in Cardiovascular Technology, Associate Degree in Surgical Technology and certificate courses

Rehabilitation, Nursing, Assisted Living and PACE Centers
Assisted Living Centers and PACE locations located in Hampton Roads with Rehabilitation and Nursing Centers in Hampton Roads, Northeastern North Carolina and South Boston/Halifax

Outpatient Care Centers
Convenient locations across Hampton Roads, Northern Virginia, Charlottesville and Northeastern North Carolina

Medical Transport
Air and ground medical transport with Nightingale Regional Air Ambulance and other vehicles
Charity Care

As a not-for-profit company, Sentara has an important obligation to the communities and patients it serves. Our mission – and our beliefs – compel us to provide care to anyone who walks through our doors, regardless of their ability to pay. This mission drives the decisions we make and the services we offer as an organization. It’s ingrained in everything we do.

Every day, Sentara serves patients who are not able to pay for healthcare services, treatments and medication. While our not-for-profit structure provides tax exemptions to offset our charity care, we consistently exceed tax savings in charitable care expenditures.

Sentara’s not-for-profit structure goes beyond providing charitable care for those in need. All profits are channeled back into the organization. There, they are reinvested in new equipment, hiring the best doctors, nurses and specialists, and providing resources and support to the community.

The goal is to provide the best continuum of care possible within the community, so the people who live there can access the care and support they need right where they live.

Our mission also drives our commitments in the healthcare arena. Conducting assessments to determine community-specific health issues is an important part of our work. These assessments help to identify gaps in care; we can then work with other organizations to help fill those gaps. For example, research has shown that there is a direct link between poor
oral health and increased risk during heart surgery. When a Sentara community assessment found a lack of easily accessible dental care was impacting community members, we helped secure and fund dental services. As a result, overall dental health improved, and patients were then able to have needed heart surgeries.

Providing medical and healthcare education is another of Sentara’s important responsibilities. For more than 125 years, Sentara College of Health Sciences has provided students with opportunities to learn from expert clinicians in an environment that combines the best of traditional and cutting-edge healthcare practices. Offering scholarships and financial aid to deserving students helps build the next generation of healthcare providers, right in the communities in which they live.

At Sentara, charitable care is more than an obligation. It’s a privilege.

The dollar value of our community benefits includes uncompensated patient care, the teaching and training of healthcare professionals, community health and prevention screenings, and other programs.

$325,197,000 in uncompensated patient care costs + $18,341,000 in incurred costs for community benefit programs + $21,418,000 in unfunded costs of teaching programs = $364,956,000 in total community benefits and charity care provided.
Sentara Healthcare in Charlottesville

Sentara Martha Jefferson Hospital is often – and rightly – called a community hospital. While the term is used frequently, it’s easy to lose sight of what it truly means. Last year’s August 12 protests in Charlottesville, and the Sentara Martha Jefferson Hospital team’s response, was a poignant reminder of what defines community hospitals.

Our team spent the week leading up to the protests diligently preparing to handle whatever protest-related scenarios might arise. The day of the protests was challenging for everyone at Sentara Martha Jefferson Hospital – not just due to the number of patients with serious injuries we were treating, but because our team also was experiencing the heartbreak of seeing what was taking place in the community so many of us call home. Reflecting back on that day, the events of August 12 serve as a strong reminder that the team at Sentara Martha Jefferson Hospital provides more than just healthcare services to the people in our community – we are a part of this community.

A community isn’t just something made up of streets and buildings – a community is created by groups of people who contribute in one way or another to make it a special place. Teachers and police officers and rescue squad members. Volunteers who give of their time. People who help feed the hungry, and those who minister to the spiritual needs of others.

At Sentara Martha Jefferson Hospital, we work to improve health in our community every day. We are a part of this community, and we feel blessed to be able to serve it. To serve you. That is our role, and it is one we take seriously every single day.

Sentara Healthcare Charlottesville By the Numbers 2017

$16,527,000 + $1,840,000 + $153,000 = $18,520,000

in uncompensated patient care costs in incurred costs for community benefit programs in unfunded costs of teaching programs in total community benefit and charity care provided

$31,900

in team member contributions to United Way
Sentara Starr Hill Health Center Encourages Healthy Lifestyles

The Sentara Starr Hill Health Center, located in downtown Charlottesville, houses a free wellness center, as well as other outreach activities and services. In 2017, the nurse practitioner at Sentara Starr Hill Health Center saw close to 60 new patients and had almost 1,050 follow-up appointments, all free of charge for people in need in the community. Some patients in the program received free fruits and vegetables through a program sponsored by Local Food Hub. Many attended free cooking classes and seminars to help them learn to live healthier. In addition to helping members of the community learn and adhere to healthy lifestyles, Sentara Starr Hill Health Center staff also provides evidence-based health and fitness programming to children, reaching more than 5,500 kids in 2017. Wellness education sessions or screenings were also attended by more than 1,000 community members.

Improving healthy eating and active living is one of four priority health issues in our community, as identified by our health needs assessment. Thanks to the diverse offerings at the Sentara Starr Hill Health Center, people are able to gain access to information and assistance that allows them to take part of their care into their own hands and learn to live in healthier ways.

“I’m proud of Sentara Martha Jefferson Hospital’s commitment to the Sentara Starr Hill Health Center and to improving health outcomes in our community.”

-Jackie Martin, Director, Community Benefit

Free Breast Health Screenings Provide Access

Every year, Sentara Martha Jefferson Hospital offers two free breast health screenings to women in the Charlottesville and surrounding communities. This important community service provides free breast screenings, as well as lab work (glucose and cholesterol testing) and clinical breast exams, to uninsured women. Staff and physicians volunteer their time to assist with the screenings. In total, the biannual event allows more than 100 women to receive access to care who otherwise would likely not be screened.

Specifically, in 2017, 26 women were called back for additional views/screenings. Eight women were referred to a breast surgeon, six biopsies were performed and one cancer was detected. Several women were scheduled for follow-up appointments as well.

There is no cost to the women, not only for the screening, but also for any diagnostic testing, labs or biopsies that need to be performed. This allows women to get the full complement of care they may need without the added stress of financial burden.

“The free breast health screenings Sentara Martha Jefferson Hospital provides make a difference for women in our community who otherwise would likely not be screened. Every year lives are touched in significant ways thanks to this outreach.”

-Scott Pease, MD

In 2017, cooking classes and diabetes education were added to Sentara Starr Hill Health Center programming.

Sentara Martha Jefferson Hospital has been providing free breast health screenings to women in the community for 25 years. Providing this important access to service is just one way the hospital is working to live its mission and “improve health every day.”
Sentara Healthcare in Halifax

Sentara Halifax Regional Hospital has been a key leader in enhancing life in the communities we serve since 1953. We have a long history of “giving back,” because we believe in helping make our community and region an even greater place to work and live.

As one of the largest employers in Halifax County and southern Virginia, our team members are everywhere, participating in civic organizations, volunteering on community boards and committees, and giving back in many meaningful ways across our entire service region. Sentara Halifax Regional Hospital supports their efforts with a robust community partnership program, annually providing over 75 individual cash donations and making many other in-kind contributions to local, community-based nonprofit organizations.

Sentara Halifax Regional Hospital and our team members are honored to be a part of this community, and look forward to many more years of service and partnership.

Sentara Healthcare Halifax By the Numbers 2017

$2,618,000 + $407,000 + $94,000 = $3,119,000

in uncompensated patient care costs in incurred costs for community benefit programs in unfunded costs of teaching programs in total community benefit and charity care provided

$74,050

in community donations in 2017

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Sentara Halifax Regional Hospital At a Glance

- South Boston, VA
- 192 beds
- More than two dozen specialties, including dental, ear, nose and throat, general surgery, hematology and oncology, neurology, orthopedics, pediatrics and urology
- Long-term care affiliates
- Home health and hospice services
- 140 Medical Staff
Bringing Oral Healthcare to Low-Income Families

Did you know that, according to recent research, oral health is directly linked to overall health? In 2011, 60 percent of the 10,000 Medicaid-eligible children in the region, and 49 percent of adults in that region, had not seen a dentist in the previous year – or ever in their lifetime. Of the few dentists who accepted Medicaid, most already had full patient loads and were hesitant to take on children who would likely need more than just cleanings due to their lack of routine care.

To address this clear healthcare gap in the community, Sentara Healthcare opened the Sentara Halifax Dental Clinic in 2013. The clinic, which opened with a “floss-cutting” ceremony instead of the traditional ribbon-cutting, offers dental care to Medicaid-eligible and uninsured children ages 18 and under, providing financial assistance to patients with limited income.

Today, the clinic serves about 3,000 patients a year through approximately 7,000 visits, and also has developed several additional services in response to other needs, including: offering one-day, low-cost dentures; establishing early and late hours so working patients can still get care; providing a nursing home program; increasing dental care education at local schools; and much more. Since opening the clinic, the number of Medicaid-eligible children without dental care has decreased from 60 percent in 2011 to 50 percent this past year.

“I get to experience every day what integrated healthcare is. The dentistry delivered here is different, it’s better, because it’s comprehensive care. Each patient is treated as a person and not as a mouth.”

–Bridget Brown, DDS
Sentara Clinic manager

Putting EKG Results in Patients’ Pockets

Keeping your heart healthy and strong is an important part of overall healthcare, but how many of us take the time to get the necessary tests done to make sure all is well? Thanks to Sentara Halifax Regional Hospital, you can get them all done at once – and carry the results right in your pocket – through the hospital’s free Pocket EKG Program.

In just 15 minutes, the Pocket EKG Program takes you through several screenings, including a baseline EKG, cholesterol screening, blood pressure screening, BMI screening, blood glucose screening, PAD screenings and a resting heart rate check. After a cardiologist reviews an EKG, the results of these screenings are provided to the patient on a pocket-sized card with an image of his or her EKG on the back. That way, if the person ever winds up in the hospital for a heart issue, they’ll have the information they need right in their wallet.

In 2017, Sentara Halifax Regional Hospital hosted five Pocket EKG events, providing nearly 300 free screenings and EKG cards and ensuring that residents of Halifax and Mecklenburg counties have the tools they need to keep their hearts as healthy as possible.

“When I stepped on the scale at the Pocket EKG event to get my BMI, I was shocked to see that I was so overweight. I joined Weight Watchers and now I am down 30 pounds. I am so glad I attended and had it checked.”

–Florence Conner, Pocket EKG Program participant
Sentara Healthcare in Hampton Roads

For nearly 130 years, Sentara has been an integral part of the Hampton Roads community. As a not-for-profit organization, we focus on serving all members of our community, regardless of financial situation or needs. Providing inclusive care is core to our mission, and is especially important in Hampton Roads – home to a dynamic population that includes people of many different ages, backgrounds, ethnicities and healthcare needs.

You’ll see our team members doing health screenings at the Virginia Beach Boardwalk Art Show, talking with students about careers in healthcare, handing out water at the Dockside Seafood Feast, and many other activities that improve health – not only for patients, but for our community. We are proud of our team members and our partnerships with many organizations. Together, we all play a role in improving health for those who live here and making our communities stronger.

We hope you will enjoy learning more about Sentara in Hampton Roads and look forward to connecting with you in the year ahead.

Sentara Healthcare Hampton Roads By the Numbers 2017

$226,601,000 + $13,016,000 + $19,294,000 = $258,911,000

in uncompensated patient care costs
in incurred costs for community benefit programs
in unfunded costs of teaching programs
in total community benefit and charity care provided

$1,272,028

in team member contributions to United Way

Sentara Hampton Roads
At a Glance

• Sentara CarePlex Hospital and Orthopaedic Hospital at Sentara CarePlex
  • Hampton, VA
  • 224 beds
• Sentara Leigh Hospital and Orthopedic Hospital at Sentara Leigh
  • Norfolk, VA
  • 250 beds
• Sentara Norfolk General Hospital and Sentara Heart Hospital
  • Norfolk, VA
  • 525 beds
• Sentara Obici Hospital
  • Suffolk, VA
  • 176 beds
• Sentara Princess Anne Hospital
  • Virginia Beach, VA
  • 160 beds
• Sentara Virginia Beach General Hospital
  • Virginia Beach, VA
  • 276 beds
• Sentara Williamsburg Regional Medical Center
  • Williamsburg, VA
  • 145 beds
• 10 Outpatient Care Centers
• 11 Emergency Departments
• 35 Imaging Centers
• 10 Outpatient Surgery Centers
• 55 Affiliated Primary Care Offices
• 2,305 Physicians and Medical Staff
Paving the Way for Future Healthcare Professionals

Helping to educate our region’s future medical professionals is one of Sentara’s most important responsibilities. To that end, we are proud to partner with Eastern Virginia Medical School to support the Norfolk Academy Medical Scholars Program (NAMSP), which provides annual medical externships for 60 high school students at Sentara Virginia Beach General Hospital, Sentara Norfolk General Hospital, and Sentara Medical Group outpatient practices. The program’s goal is to get high school students excited about possible careers in medicine, offer mentoring relationships, and encourage them to consider practicing in our community. Students observe surgeries, cardiac catheterizations, radiology studies, critical care units and outpatient care, and interact with medical and nursing professionals. NAMSP is in its 10th year, and several program graduates are currently in medical school. We look forward to seeing them at work in our communities.

“We are grateful for the Sentara lead gift in support of the Elizabeth River Trail. This urban river trail will serve as a unique economic development effort with a focus on health, family, fitness and community while optimizing Norfolk’s beautiful waterways.”

–Charles V. McPhillips, Chair
Elizabeth River Trail Foundation

Hitting the Trail for Health

Stretching 10.5 miles along Norfolk’s waterfront, the Elizabeth River Trail offers an economic boost to the Hampton Roads area, as well as ample outdoor space for people to walk, bike, run and explore the area’s beautiful waterways. In addition to helping to tell the story of the area’s rich history, the trail is a welcome gathering place for residents and visitors alike. The Sentara Loop is a route that crosses The Hague and traverses the Mowbray Arch section of Ghent. It aligns back with the original trail at the corner of Redgate Avenue and Orapax Street, before continuing into West Ghent. We are proud to provide ongoing support to expanding this important asset to our community.

Combating Drug Abuse

Recently, the media has been filled with stories about the country’s opioid crisis. In Hampton Roads, it’s hitting close to home. In response to a significant increase in overdose-related emergency department admissions at Sentara CarePlex Hospital and Sentara Port Warwick, we worked with several community partners to form the Peninsula Opioid Crisis Response Team. The program focuses on three initiatives: prevention, treatment and community education. The program is Virginia’s first collaborative effort between emergency healthcare providers and first responders to address this critical health issue, which includes administering doses of NARCAN®, a drug used to block the effects of opioids, in response to acute overdose calls.

Sentara Hospitals Host 2017 Graduations for Project SEARCH Students

In 2017, three Sentara hospitals celebrated the graduation of Project SEARCH students. Project SEARCH is a partnership among Virginia employers, local school divisions and the Virginia Department for Aging and Rehabilitative Services that provides developmentally disabled young adults approaching high school graduation with a work/study opportunity, skills training and potential employment upon graduation. Sentara CarePlex Hospital was the first Sentara hospital to partner with Project SEARCH in 2011. Since then, both Sentara Norfolk General Hospital and Sentara Williamsburg Regional Medical Center have joined the partnership as well, helping Project SEARCH students prepare for success in integrated, competitive employment.
Sentara Healthcare in Harrisonburg

For 105 years, Sentara RMH Medical Center has been an integral part of the communities we serve. More than 2,400 members of the Sentara RMH Medical Center team, along with 400+ physicians and advanced practice clinicians, work together to fulfill the same mission: to improve health every day.

At Sentara, we demonstrate the concept of community in a wide variety of ways. We’re offering new treatments, including a low-risk procedure to replace faulty heart valves. We have found ways to deliver safer care to our patients, such as replacing our hospital sheets, blankets and gowns with special linens that help prevent the spread of infection.

Sentara RMH Medical Center team members are also hard at work in the community, sharing information, lending a helping hand, and forging the connections that make our communities stronger. You’ll see them organizing heart health seminars, providing thousands of free health screenings at the Rockingham County Fair, providing free breast exams at our Women’s Health Screening Day, and providing free blood pressure checks at the community’s International Festival. These activities are just some of the many ways we work to improve health – not only for our patients, but for our community.

We look forward to connecting with you in the year ahead.

Sentara Healthcare Harrisonburg By the Numbers 2017

$34,898,000 + $1,967,000 + $1,877,000 = $38,742,000

in uncompensated patient care costs
in incurred costs for community benefit programs
in unfunded costs of teaching programs
in total community benefit and charity care provided
Aging Gracefully
Healthy aging is more than an idea — it’s a way of life. It involves maintaining your health, participating in activities you enjoy, and surrounding yourself with people you care about. The Sentara RMH Senior Advantage program provides affordable and fun educational and social events for adults ages 55 and “better.”

In 2017, Sentara RMH welcomed more than 100 Senior Advantage members to a conference on aging gracefully. Jennifer Bruno, PA-C, Sentara Orthopedic & Sports Medicine Specialists, shared information about causes of treatments for shoulder pain, and pharmacist Angie Brittle reviewed medications commonly found in the medicine cabinet. Free blood pressure, cholesterol, glucose, hearing and vision screenings were available. Participants also enjoyed refreshments and entertainment by the Country Garage Band. Many hospital departments, local businesses and services that address the needs of older adults participated as well, making the conference a true community event.

“I am more aware of the many things I need to know to maintain my health.”
—Sentara RMH Senior Advantage member

Hope for Cancer Patients
For patients with cancer, the seemingly endless screenings, time out of work, treatments and hospital stays can add up to what seems to be an insurmountable financial burden. Thanks to the RMH Foundation and its generous donors, patients have a place to turn for help.

The Ralph L. Sampson, Sr. Hope Fund for Cancer Care helps pay for preventive screenings, medication, transportation costs and other needs for patients when financial barriers keep them from getting the care they need. The Hope Fund was co-founded by RMH Foundation Board Member Amelia Hall, who lost her mother to breast cancer at age 40, and Ralph Sampson, Jr., in honor of his father, who has successfully battled lung and prostate cancer.

In 2017, the Hope Fund assisted patients, easing some of the burden during an already difficult time in their lives. To learn more, visit www.supportrmh.org.

“For many years, I have wanted to create a way to give back to our community for people dealing with cancer. With the creation of the Hope Fund, we have a vehicle to help those less fortunate who are dealing with this dreaded disease. My heart has been touched to hear the stories of individuals who are receiving care through the Hope Fund. We are MAKING A DIFFERENCE in people’s lives in our community.”
—Amelia M. Hall, RMH Foundation Board Member

Meet Me at the Fair
In August, Sentara RMH Medical Center turned out in full force for one of the region’s most popular events: the Rockingham County Fair. Staff and volunteers provided 1,367 blood pressure screenings, 377 cholesterol screenings, 245 blood glucose screenings, and 17 diabetic foot screenings. In addition to learning important health information, fair attendees who stopped by were treated to bottles of water, first-aid kits, mini-footballs and bags to carry them all. It was a week filled with great opportunities to fulfill Sentara’s mission to improve health every day, and in the process, to get to know members of our community better.
Sentara Healthcare in Northeastern North Carolina

Since March 2014, Sentara Albemarle Medical Center has served as the local provider of quality healthcare in seven counties in northeastern North Carolina. We are continually motivated by our community to provide the highest level of care. We strive to serve our community’s needs and improve our patients’ experience in the hospital and in our medical practices. We also have implemented new technology and evidence-based protocols, as well as hired top talent to keep care local.

Through partnerships with our community, we continue to provide access to healthcare education and health screenings, in addition to participating in various community events. From hosting quarterly Pocket EKG cardiac screenings, to serving on a variety of nonprofit boards, and much more, our team members are constantly finding ways to give back to and support the health of our community.

At Sentara Albemarle Medical Center, we are honored to be a part of this community. Our team members remain committed to the important partnerships we’ve formed, and we look forward to continuing to strengthen those partnerships in 2018, and beyond!

Sentara Healthcare Northeastern North Carolina By the Numbers 2017

$12,750,000 + $973,000 = $13,723,000

- in uncompensated patient care costs
- in incurred costs for community benefit programs

- in total community benefit and charity care provided

$16,000

- in team member contributions to United Way
Continuing to Connect with Cancer Survivors Post-Treatment

During the course of cancer treatments, patients get to know their team of caregivers well. Oncologists, surgeons, nurses and all other members of the care team become a part of each patient’s journey to survivorship. After treatment ends, patients continue on their journey to healing and may not see these important members of the team as often as they once had. In 2017, the oncology team at Sentara Albemarle Medical Center, including medical oncologist Dr. Cristina Alencar; radiation oncologist Dr. Janete Mills; oncology nurse navigator Lesley Scott, NC; and radiation therapist Faith Dail, connected with cancer survivors at various events throughout the year. In addition to sponsoring Relay for Life events in Pasquotank, Camden and Currituck counties, Sentara also had teams participate in the events. Each team was able to interact with many of their past patients, joining them in their celebration of life. In addition to participating in the Relay for Life events, Dr. Janete Mills was also the guest speaker at a cancer survivor dinner, where she provided her unique perspective on the journey to being cancer-free through various pieces of art and photography. She spoke to a banquet hall full of cancer survivors, many of whom had been treated by her.

“As a speaker at the annual cancer survivor dinner, Dr. Janete Mills gave everyone a new appreciation for the hospital, and the services they can offer. Knowing you are not alone and finding someone to share this experience with is priceless.”

—Pasquotank-Camden Relay for Life Committee

Improving Safety for Local Student Athletes

In an effort to encourage safety among student athletes, Sentara Albemarle Medical Center partners with five local schools to ensure that students who take to the field know how to practice safe habits. In addition to providing an athletic trainer to each school who attends all team practices and games as on-the-field support, this year Sentara also partnered with local emergency response teams to host a training session at a high school in Elizabeth City. In the event that a student athlete is injured during play, ensuring appropriate, timely and coordinated care from the point of injury to the hospital can greatly enhance the recovery process. Dr. Jared Miller, Dr. Dan Elliott and the athletic training staff from Sentara Orthopedics and Sports Medicine Specialists, along with emergency response teams from Perquimans County, Pasquotank-Camden counties and Gates County, took to the football field at Northeastern High School to work through different scenarios and practice various emergency medical situations. Thanks to this partnership, both students and school athletics staff have a better understanding of how to practice safe habits on the field and the importance of a quick, coordinated response in the case of injury.
Sentara Healthcare in Northern Virginia

For the last 45 years, Sentara Northern Virginia Medical Center has been devoted to our patients and community. Throughout the years, there have been countless changes and significant growth, but the commitment to care, and the commitment to the community we serve, remains as strong as ever.

We take our role as a nonprofit healthcare provider very seriously, never turning away anyone in need. Our mission is exemplified through our Family Health Connections Mobile vans that provide free and sliding-scale healthcare to working families 200 percent below the poverty line, who wouldn’t otherwise receive care. The Sentara 3D digital mobile mammography van travels to community sites around Northern Virginia to provide accessible mammograms. We partner with many organizations, such as the National Coalition of 100 Black Women to provide cancer and diabetes awareness, which includes health screenings. Members of the team are also actively involved in community charity activities such as the March of Dimes walk, United Way Day of Caring, ACTS iWalk, and the American Cancer Association to name a few.

Thank you for your ongoing trust, confidence and partnership. We look forward to working together to create a healthier, stronger community and improve health every day.

Sentara Healthcare Northern Virginia By the Numbers 2017

\[ \text{\$31,803,000} + \text{\$138,000} = \text{\$31,941,000} \]

\[ \text{in uncompensated patient care costs} \quad \text{in incurred costs for community benefit programs} \quad \text{in total community benefit and charity care provided} \]

\[ \text{\$46,000} \]

\[ \text{in team member contributions to United Way} \]
Educating the Community About Colon Cancer

According to the American Cancer Society, African-Americans have the highest number of colorectal cancer cases and mortality rates of all racial groups in the United States. It’s something Dr. Arthur Vayer, Dr. Steven Nakao and Dr. Jeffrey Sinclair at Sentara Medical Group (SMG) in Northern Virginia see all too often.

To share this message in the community, the doctors visited 13 churches around the county over the course of a year to promote colon health, colon cancer awareness and healthy diets, highlighting how these things affect the African-American community. Of those who attended these seminars, 70 percent had colonoscopies performed afterward.

In June, the doctors were recognized at a ceremony hosted by the National Coalition of 100 Black Women for their efforts to inform and educate the African-American community in Prince William and Stafford counties about colon cancer. Their efforts had a direct impact on the lives of many people, who now understand the importance of prevention and early detection when it comes to colon cancer.

“If we can do some screening, find some polyps before they become cancer, it really changes somebody's life in a positive way.”

–Dr. Steven Nakao

Brightening a Patient’s Day With the Community Care Cart

Stuffed animals, back scratchers, crossword puzzles – sometimes it’s the little things that make a big difference for patients and their families. That’s why Sentara Northern Virginia Medical Center’s volunteer group, called the Auxiliary, created the “Community Care Cart,” which provides an array of small, free items to patients in an effort to offer some relief or simply brighten their day.

From books and games to trinkets and toiletries, all items on the cart are donated by Sentara staff and members of the community, and supplemented by Sentara as needed. The cart is brought around to patients every day by the Auxiliary’s junior volunteers, who are high school-aged students. The group consists of approximately 300 volunteers and was formed at the inception of the hospital 45 years ago.

To volunteers at the hospital, the Community Care Cart adds another element to patient care that they feel is very valuable. It may be a small thing, but it can make a big difference in someone’s day.

“You try to put a smile on the patient’s face. You spend time with someone – because some of these patients, if they come from a nursing home, they have no other visitors. You are their visitor.”

–Jim Cassidy, volunteer

Volunteers at Sentara Northern Virginia Medical Center make sure the well-stocked Community Care Cart brings smiles to patients’ faces.
Foundations

Sentara hospitals are an integral part of their local communities. We are fortunate to have the support of residents who give of their time and money to support local programs that make their communities healthier and stronger. Much of this community work is done through foundations, including:

- **Martha Jefferson Hospital (MJH) Foundation (Charlottesville)**
  Since it was founded in 2002, approximately 10,000 patrons have contributed more than $82 million in contributions, in-kind donations and other gifts to the MJH Foundation to support programs, services, staff, facilities and equipment for the hospital.

- **RMH Foundation (Harrisonburg)**
  Founded in 1974, the RMH Foundation has raised more than $92 million to support programs, services, staff facilities and equipment for the hospital. Key focus areas include: the Hahn Cancer Center; Sentara RMH Heart and Vascular Center; Sentara RMH Hospice; and the Institute for Nursing Excellence and Innovation.

- **Sentara Foundation (Hampton Roads)**
  The Sentara Foundation supports a wide range of programs across Hampton Roads. In 2017, the Foundation raised $1.9 million and awarded 28 Community Grants totaling $622,000 to support its key priority areas, Direct Patient Care and Connection to Care Services. The Foundation also supported The Bernd Scholarship RN to BSN program, awarding 46 scholarships and bringing the total number of scholarships awarded to 278 since the program’s inception in 2014.
Optima Health

As an integrated health system, Sentara is both a healthcare provider and a health plan. Optima Health is the health insurance division of Sentara, and it is an important partner in addressing the overall health of our patients and communities.

Optima Health provides high-quality health insurance coverage through a full suite of products so members can get the quality care they need. This includes consumer-driven, employee-owned and employer-sponsored plans, individual and family health plans, employee assistance plans and plans serving Medicare and Medicaid enrollees. With more than 30 years of experience in the insurance business and 20 years of experience serving Medicaid populations, Optima Health offers programs to support members with chronic illnesses, customized wellness programs, and integrated clinical and behavioral health services – all to help members improve their health.

In addition to helping members and their loved ones address existing health needs, Optima Health has been a leader in working to understand the factors that impact individual and community health. Preventive health is a key focus. For example, when patients are matched with a primary care physician who can help them identify and treat health issues early in the cycle, it reduces emergency room visits and healthcare costs for everyone. When patients have access to healthy, affordable food – and know how to prepare it – their overall health improves. When children can participate in sports and other activities, they are less likely to abuse alcohol or make other unhealthy choices. Acting to impact these factors goes beyond healthcare coverage – yet they are an important part of the Optima Health mission.

“We must address social determinants to find and address the root causes of disease. Optima Health is doing remarkable work in this area.”

Dennis Matheis
President
Optima Health

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455,000 members covered by Optima Health
25,000 in-network providers including specialists, primary care physicians and hospitals
4.5 out of 5 stars rating from the Center for Medicare and Medicaid Services for 2017
Here are some of the ways we work to improve the health of our members and our communities.

**Health Improvement Events and Participants**
Optima Health hosted 1,424 events with 37,571 participants in 2017. These events were offered to churches, employer groups, community health centers and other community locations, including the Pocket EKG and Sentara Living programs.

**Preventive Birthday Card Reminders**
Preventive health screening reminders were delivered on members’ birthdays to a total of 132,186 adult Optima Health Plan members, along with 283,549 reminders for annual exams for children. Self-care handbooks on planning a healthy pregnancy also were delivered to 5,872 health plan members.

**Healthy Edge and Mission: Health Programs**
During the month of November, 18,849 Sentara team members completed a health risk assessment in conjunction with the Mission: Health program, with 9,976 of those team members attending 144 on-site health screenings. Of those team members, 5,563 were identified with two or more health risks. Nearly all agreed to online or telephonic coaching to help improve their health.

**Partnership with WebMD**
WebMD is our health coaching and health education partner, and 22,649 members have registered on WebMD’s portal. In 2017, 9,014 members completed a Personal Health Assessment, 2,078 engaged with health coaching, and 4,898 completed 152,601 Digital Health Assistants.