

We Are a Family



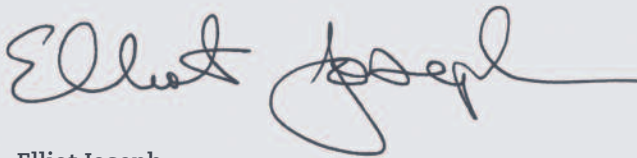
2010 Community Benefit Report

Hartford
Hospital 

Caring for our community family is a long-standing tradition at Hartford Hospital. Ever since our founding more than 150 years ago, we have sought to care for all who need us and to bring health, healing and a better quality of life to our neighbors. Like all families, we and the people of our community have grown and changed together. We have built strong relationships based on mutual respect and a shared desire to make a positive difference in this place we all call home.

I am proud to report that in fiscal 2010 Hartford Hospital expended \$84,334,360 for the benefit of our community. As you'll read in this report, our community benefit activities took many forms, involved numerous partners and served a variety of populations. These efforts shared one overarching goal: to help our neighbors experience better health at every stage of life.

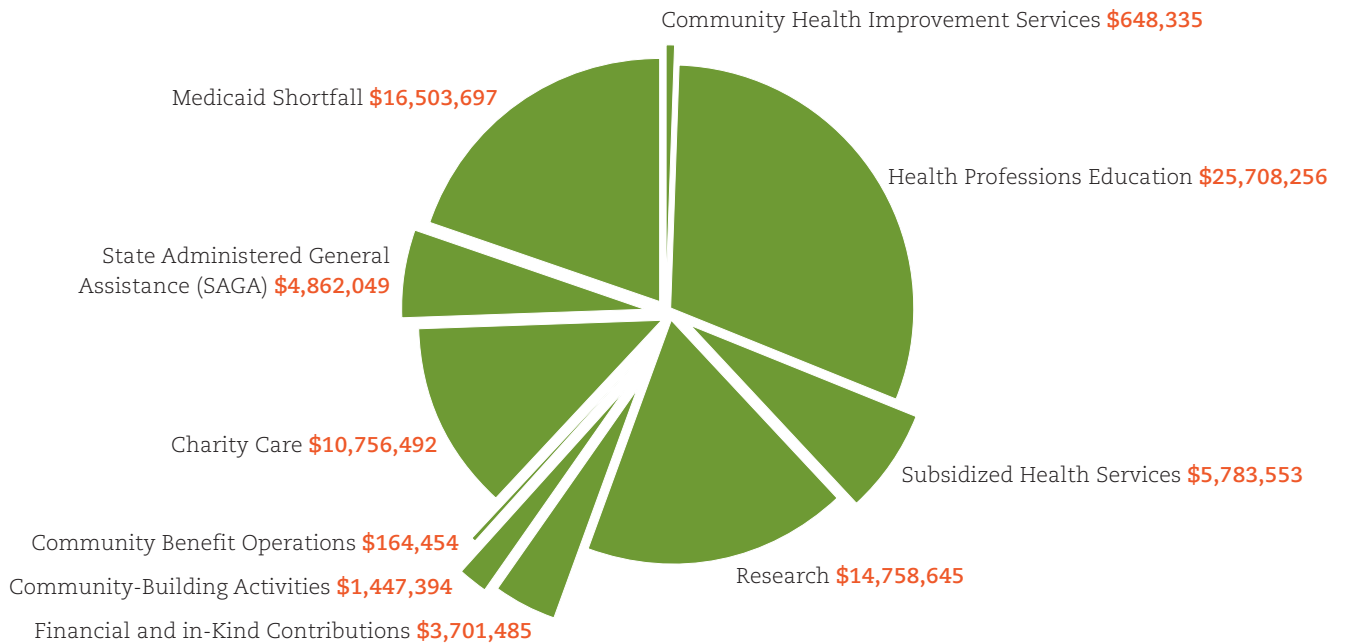
Hartford Hospital was founded by the community, for the community. Enhancing the health and well-being of our neighbors is rooted in our core values. It is simply part of who we are. That's why the people of our community can count on Hartford Hospital to be their ally and advocate for generations to come.

A handwritten signature in black ink, appearing to read "Elliot Joseph", with a long horizontal flourish extending to the right.

Elliot Joseph
President and Chief Executive Officer

What Is Community Benefit?

Community benefits are programs or activities that provide treatment or promote health and healing as a response to identified community needs in such a way as to improve residents' access to health care services, enhance the health of the community, advance medical or health knowledge, or relieve/reduce the burden on government or other community efforts. Hartford Hospital's community benefits include education, charity care, subsidized health services, community health improvement activities and more. For FY 2010, the Community Benefit figures are being reported in accordance with the new IRS Form 990 Schedule H requirement.



\$84,334,360

TOTAL COMMUNITY BENEFIT FOR 2010

About Our Community Family

Hartford is a historic city that has played an important role in the political, economic and cultural life of America. Here, colonists in 1639 adopted the Fundamental Orders, which became the basis for the U.S. Constitution. The city has a notable industrial past and today remains a center of insurance and finance. Mark Twain and Harriet Beecher Stowe wrote their most famous works in Hartford. Downtown holds the twin jewels of the Wadsworth Atheneum, the nation's first public art museum; and Bushnell Park, designed by world-renowned landscape architect Frederick Law Olmsted. The city's numerous

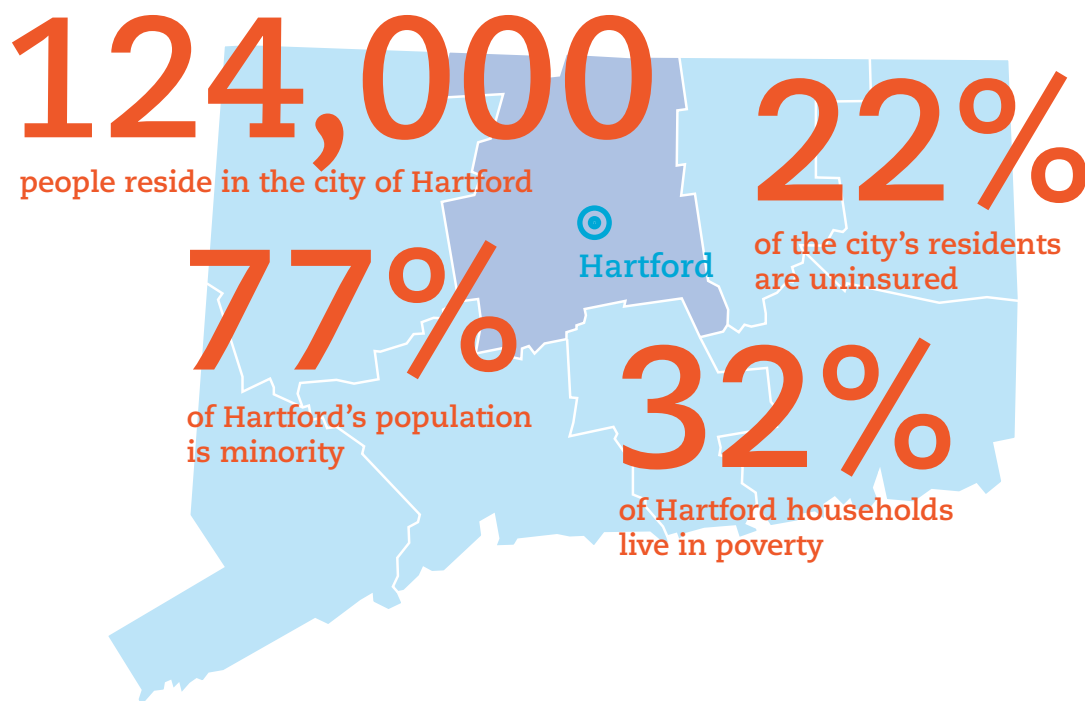
cultural assets include the Hartford Symphony and the award-winning Hartford Stage Company.

Approximately 124,000 people reside in the city of Hartford. The mingling of multiple cultures and ethnicities in the city creates a vibrant and diverse community. A rich array of languages, foods, traditions, musical styles and more abound in Hartford's neighborhoods. The city's population is 41.4 percent Latino, 35.8 percent Black and 17.3 percent White.

Many residents are economically disadvantaged. The median income per household in the city is \$29,224, compared to \$63,310 for Hartford

County as a whole. The poverty rate is 32.5 percent in the city, versus a county average of 10.1 percent. The unemployment rate is 15.5 percent, while the statewide rate is 8.9 percent.

With poverty come significant health issues. Roughly 22 percent of Hartford residents do not have health insurance. Diseases such as diabetes and hypertension are epidemic, with prevalence rates in Hartford 120 percent and 29 percent higher, respectively, than in the rest of the state. Heart disease and cancer are the first and second leading causes of death among city residents, representing 42.5 percent of all deaths.



Caring for Our Family

Hartford Hospital is committed to promoting and sustaining the health and well-being of the people in our community. We treat the members of our community like family, providing our world-class clinical care to everyone, regardless of their ability to pay. We are the second-largest provider of Medicaid services in the state, with 10.13 percent of all Medicaid discharges.

Assessing Community Health Needs

We collaborate with numerous partners in an ongoing effort to identify the health needs of our community. We've taken part in many studies and surveys aimed at

obtaining this information. We are currently conducting a Health Needs Assessment in collaboration with the Hartford Department of Health and Human Services, St. Francis Hospital and Medical Center and Connecticut Children's Medical Center. We will use the findings from this newest study to be sure our programs continue to respond to the community's health needs.

Charity Care and Financial Assistance

We provide free and low-cost care that respects the dignity of each patient. We offer prompt Medicaid eligibility assessments and financial assistance reviews. Financial

assistance brochures are available on-site and online in both English and Spanish. Our Patient Access and Financial Assistance team has bilingual staff members who assist patients who speak Spanish, Portuguese, French, Italian and Russian, and Hartford Hospital's interpreter line provides assistance with other languages, so that we can continue to meet the needs of our diverse population. Financial assistance coordinators are available in the hospital, in our Emergency Department and at our outpatient locations. When necessary, we work with patients to develop payment plans.

Community Benefit Activities Take Many Forms

We meet the community's multifaceted needs with a multifaceted community benefit effort that includes:

Partnerships

We partner with numerous community-based organizations to advance our shared goals, stimulate economic development, and improve both the health and quality of life of our neighbors.

Support Groups

Individuals and families can obtain support and education from our many disease-specific support groups.

Subsidized Health Services

We operate several low- or no-cost outpatient clinics to provide even the poorest among us with high-quality health care.

Community Outreach

We regularly bring health education and screenings out into the community through health fairs, lectures and special events. We particularly reach out to those who are uninsured or underinsured.

Contributions

We provide financial and in-kind contributions to nonprofit organizations that serve the community.

Health Professions Education

Hartford Hospital contributes to the long-term health of our community by educating hundreds of physicians, nurses and other health care professionals every year. Since many remain to practice in the area, we help ensure that there will be enough qualified health professionals to meet the community's growing needs.

Cancer Outreach

Hartford Hospital is a national leader in providing expert, state-of-the-art cancer care. We bring that expertise to the community through:

- Community-based screenings for prostate and colorectal cancer
- Mobile mammography
- The Partnership for Breast Care, a comprehensive center that coordinates prompt evaluation and treatment of breast problems

Emergency Services

From minor injuries to large-scale catastrophes, Hartford Hospital is the

region's leading resource in an emergency.

- Our Emergency Department had more than 95,000 visits in 2010. It is the primary source of care for the uninsured in Greater Hartford.
- We are the area's only Level I Trauma Center.
- We operate *LIFE STAR*, the state's only critical care helicopter transport system. *LIFE STAR* transports emergency/critical care patients to tertiary care centers in a 150-mile radius, transporting approximately 1,200 patients annually.
- We are the state-designated Center of Excellence for Bioterrorism and Emergency Preparedness, responsible for planning and coordinating emergency response throughout north-central and eastern Connecticut.

Research

In 2010, we supported 175 community benefit research projects, expending a total of \$14,758,645. Our research helps expand the medical community's knowledge and gives our patients access to leading-edge treatments.

Helping newborn babies get off to a healthy start is one of a family's most important roles, and Hartford Hospital is reaching out to its community family to help.

Research shows that breastfeeding is the healthiest choice for infants—and mothers—and provides benefits that last a lifetime. Recent years have seen a resurgence of breastfeeding among more affluent women. But statistics show that low-income women are less likely to breastfeed. Often they're unaware of the health benefits and don't have access to support services that could help them succeed. Hartford Hospital is working to address this disparity by partnering with the Hispanic Health Council to provide the Breastfeeding Heritage and Pride peer counseling program.

The Breastfeeding Heritage and Pride program reaches out to pregnant and postpartum low-income women through a team of specially trained peer counselors. Counselors are fluent in both English and Spanish and have successfully breastfed their own babies. They meet with women several times before delivery, either at patients' homes or in Hartford Hospital's Women's Ambulatory Health Services clinic. Counselors explain the benefits of breastfeeding and encourage women to choose to nurse their babies. They visit new mothers in the hospital daily, helping them learn techniques for successful breastfeeding. After patients are discharged, counselors call them or visit them at home, offering advice and support to empower them to continue to breastfeed exclusively. A program coordinator provides daily administrative support to the program, while a certified lactation consultant provides clinical oversight of the peer counseling services.

In 2010, Breastfeeding Heritage and Pride served more than 1,200 women. Two-thirds were Latina, and many were African American. Overall, a remarkable 61 percent of women served by this program were still breastfeeding 90 days after giving birth. The program's model has proven so successful that it's been replicated elsewhere in Connecticut.

Next year, the program will reach out to expectant mothers participating in CenteringPregnancy, a newly launched group-based prenatal care program for patients of our Women's Ambulatory Health Services clinic. Centering Pregnancy is offered at 300 sites nationwide. Among other benefits, it has been shown to increase breastfeeding. The program at Hartford Hospital is funded in part by a grant from the Connecticut Chapter of the March of Dimes.

Caring for the littlest among us. It's part of being a family.

In addition to Hartford Hospital and the Hispanic Health Council, partners in the Breastfeeding Heritage and Pride Program are the federal Women, Infants and Children (WIC) program and the University of Connecticut.

Breastfeeding Heritage and Pride served more than **1,200** women.



Nurturing New Life

Nidia Rivas, CLC, a peer counselor with the Breastfeeding Heritage and Pride program, visits with new mother **Myriam Maldonado** and her daughter, **Maria**.



Two-thirds were Latina, and many were African American

Chef **Julie Carrion** of The Kitchen at Billings Forge demonstrates how to prepare healthy arroz con pollo.

Traditional Recipe

Arroz con Pollo (Rice with Chicken)

Per serving: 982 calories, 50g fat, 1973mg sodium, 155mg cholesterol

- 4 tsp minced garlic, divided (half for marinade, half for sautéing)
- 4 tbs orange juice
- 3 tsp salt, divided (half for marinade, half for sautéing)
- 3 tbs olive oil
- 3 tbs butter, with salt
- 2 lb mixed chicken legs and thighs with skin
- 1 lb chorizo, sliced
- 2 cups chopped onion
- 2 cups chopped green pepper
- 2 tsp ground cumin
- 30 oz canned whole tomatoes, regular pack
- ½ cup chicken broth
- 4 cups cooked white long-grain rice
- 3 oz black olives
- ½ cup pimento
- 1 cup frozen peas

1. Combine 2 tsp of the minced garlic, 1 tsp salt and orange juice. Add chicken pieces and marinate, covered, in refrigerator for about 1 hour.
2. Heat oil and butter in skillet. Brown chicken on all sides. Remove to a plate, reserving fat in skillet.
3. Saute chorizo, onions, pepper and remaining 2 tsp minced garlic in reserved fat until vegetables are soft and chorizo heated through.
4. Add cumin, remaining 2 tsp salt, tomatoes with juice and reserved marinade to skillet, along with browned chicken. Simmer until chicken is cooked through, adding chicken broth as needed.
5. Stir in cooked rice, and cover and simmer to heat.
6. Scatter peas, olives and pimentos over rice and chicken (do not stir) and let stand, covered, for 5 minutes.

Healthy Recipe

Arroz con Pollo (Rice with Chicken)

Reduces calories by 30%, fat by 36%, sodium by 75% and cholesterol by 52%

Per serving: 686 calories, 18g fat, 479mg sodium, 73mg cholesterol

- 4 tsp minced garlic, divided
- 4 tbs orange juice
- 1 tsp salt, divided
- 2 tbs oil vegetable oil
- 2 tbs unsalted margarine
- 2 lb bone-in chicken breast halves with skin
- 2-1/2 cups chopped onion
- 3 cups chopped green pepper
- 2 tsp ground cumin
- 30 oz canned whole tomatoes, no salt added
- ½ cup chicken broth
- 4 cups cooked white long-grain rice
- 1 oz black olives
- ½ cup pimento
- 3 cups frozen peas

Follow directions for traditional recipe, but discard fat from skillet after browning chicken and use 1 tbs of vegetable oil to sauté vegetables.



Recipes courtesy of "Revolución de Nutrición" nutrition consultant **Susan Deane, RN, MSN**



Sharing good food is a family tradition. At Hartford Hospital, we want to help our extended, community family enjoy foods that taste great, but are also good for their health. That's why we're collaborating with key partners to support "Revolución de Nutrición," or "Nutrition Revolution," a local television program aimed at the Latino community.

"Revolución de Nutrición" airs as a segment on the popular "El Show de Analeh" on the Spanish-language network Univision (WUVN Channel 18, Hartford). Filmed in The Kitchen at Billings Forge, the segments show viewers how to modify classic Latin dishes so they retain their distinctive flavors but contain fewer calories and less fat and sodium. The program also includes advice on proper portion sizes and choosing healthy foods at the market. Hartford Hospital President and CEO Elliot Joseph and Ramon Jimenez, MD, of our medical staff have both appeared on the program.

The program meets a significant need among our community family, which is largely Latino. Urban, low-income Latinos have high rates of obesity, type 2 diabetes, heart disease and other cardiovascular problems. The reasons are many. Traditional dishes tend to be high in fat, salt and calories. Shopping options are often limited to local bodegas, which may not stock healthy, whole foods. Families often have little money to spend on food, so may choose cheaper, less nutritious foods over more expensive, healthier ones. And language barriers and lower education levels can contribute to people being less informed about health and nutrition. "Nutrition Revolution" addresses these obstacles by empowering viewers to make healthier lifestyle choices.

We and our partners hope to expand the television program, create an interactive website featuring recipes and nutrition information, and reach out to neighborhood bodega owners to encourage them to stock the healthier alternative food items featured on the show and to make nutrition information more available to their customers.

Good food and good health. Things every family should share.

Encouraging Healthy Eating



Hartford Hospital President and CEO **Elliot Joseph** (right), and SINA Executive Director **Luis Caban** (left), appearing on "Revolución de Nutrición."

"Nutrition Revolution" is a collaborative project among Southside Institutions Neighborhood Alliance (SINA), of which Hartford Hospital is a founding member; Billings Forge Community Works; and "El Show de Analeh." Financial support is provided by Hartford Hospital and our neighbor, Connecticut Children's Medical Center.

Anyone who's ever raised a teenager—or been one—knows the teen years can be challenging for families. With greater freedom and mobility, teens must make more independent decisions than ever. Caring families provide their young people with information and guidance to help them make smart choices and stay safe. That's exactly what Hartford Hospital is doing through its LIFE STAR DUI and Distracted Driving Awareness Training.

During the spring prom season each year, crews from Hartford Hospital's LIFE STAR critical care air transport service visit Connecticut high schools to talk with students about the dangers of driving after drinking or when distracted by texting, talking or other activities. Wearing their flight uniforms and using a powerful visual presentation, crew members impress upon students the very real risks of these behaviors and how they can affect students' own lives and the lives of their friends, immediately and over the long term. By the end of the presentation, the once-boisterous audience is typically completely silent, as students come face-to-face with the potentially serious consequences of their actions.

The visit may also include a realistic drill that simulates an auto accident. Students play the roles of victims, the "injured" are transported by stretcher into the LIFE STAR helicopter on the scene and local firefighters/EMTs use special equipment to extract "victims" from the crashed car. The effect on students is visibly profound.

Last year, Hartford Hospital's LIFE STAR DUI and Distracted Driving Awareness Training reached more than 1,000 Connecticut high school students. There's no telling how many young lives it may have saved.

Frank communication. A critical tool that helps families help teens stay safe.

School administrators have found Hartford Hospital's LIFE STAR DUI and Distracted Driving Awareness Training program so beneficial that more schools request the service each year.

Training reached more than **1,000** Connecticut high school students



The **LIFE STAR** crew conducts an auto crash simulation at a Connecticut high school.

Helping Teens Make Safe Choices

Hundreds of students have participated in

BrainDance over the years, including

132 in 2010



The life of almost every family is touched in some way by mental illness. Addiction, depression, anxiety, schizophrenia and other disorders cause untold suffering for the patient and heartache and stress for family members. To make matters worse, society's misconceptions about mental illness often make people and their families feel ashamed of the problem. The tragic result is that people are less likely to seek or continue treatment that could help them recover and live productive lives. Eliminating this unwarranted stigma is the goal of the annual BrainDance Awards program, an innovative initiative of Hartford Hospital and its Institute of Living.

Launched in 2004, BrainDance offers cash prizes to Connecticut high school students who submit creative or scientific projects exploring some aspect of mental illness. The main goal is to encourage students to gain knowledge about psychiatric diseases and develop a more tolerant and realistic perspective toward people with psychiatric problems. The program also seeks to educate students about current neuroscience findings suggesting physical causes for mental illness and to promote students' interest in mental health careers.

Hundreds of students have participated in BrainDance over the years, including 132 in 2010, and they've submitted a wide range of high-quality projects. Winners receive their awards at a special ceremony on The Institute of Living campus. Each winner presents his or her project, and the program features a talk by a leading mental health professional. Through BrainDance, Hartford Hospital is helping to educate both students and the broader community about mental illness.

Fostering understanding and acceptance of one another. It's at the heart of a strong family.

2010 first-place winners
Zachary Vallier and
Hannah Block.

Dispelling the Stigma of Mental Illness

Projects students have submitted to the BrainDance competition have focused on numerous aspects of mental illness. Submissions have included scientific research papers, a documentary film, an illustrated children's book, photographs, posters, sculptures—even an autobiography by a college student with schizophrenia.

About Hartford Hospital

A Culture of Excellence

The people of Hartford Hospital are committed to a process of continuous improvement and to achieving excellence in every respect. We have articulated core values that form the foundation of our culture of excellence.

Integrity: We do the right thing

Our actions tell the world what Hartford Hospital is and what we stand for. We act ethically and responsibly in everything we do and hold ourselves accountable for our behavior. We bring respect, openness and honesty to our encounters with patients, families and coworkers and support the well-being of the communities we serve.

Caring: We do the kind thing

Every Hartford Hospital staff member touches the lives of patients and families in our care. We treat those we serve and each other with kindness and compassion, and strive to better understand and respond to the needs of a diverse community.

Excellence: We do the best thing

At Hartford Hospital, only the best will do. We work as a team to bring experience, advanced technology and best practices to bear in providing the highest-quality care for our patients and families. We devote ourselves to continuous improvement, excellence, professionalism and innovation in our work.

Safety: We do the safe thing

Patients and families have placed their lives and health in our hands. At Hartford Hospital, our first priority—and the rule of medicine—is to protect them from harm. We believe that maintaining the highest safety standards is critical to delivering high-quality care and that a safe workplace protects us all.

Founded in 1854, Hartford Hospital is one of the largest teaching hospitals and tertiary care centers in New England and has a robust clinical research program. The 867-bed hospital occupies a 65-acre campus in downtown Hartford and operates satellite facilities in Avon, Enfield, Glastonbury, Newington, West Hartford, Wethersfield and Windsor.

Hartford Hospital has New England's second-busiest surgical practice, after Massachusetts General. It is ranked among the top 10 centers in the country for experience in robotic surgery and performs more minimally invasive surgery than any hospital in the region. The hospital owns and operates *LIFE STAR*, the state's only critical-care air transport system, and is Hartford's only Level I Trauma Center.

Hartford Hospital has been training physicians for 130 years, primarily in collaboration with the University of Connecticut School of Medicine, and is a major teaching site for nurses and allied health professionals. The hospital's new Center for Education, Simulation and Innovation is taking education to a new level by training health care professionals in simulated, life-like environments.

Hartford Hospital's divisions include The Institute of Living, a 114-bed mental health facility with a national reputation for excellence, and Jefferson House, a 104-bed long-term-care facility. The hospital's active medical staff includes more than 1,000 physicians and dentists in 17 departments.

In 2010, the hospital had 41,265 discharges, saw 95,405 Emergency Department visits and delivered 3,792 babies.



Centers of Excellence

Hartford Hospital's major centers of excellence include:

- The Helen & Harry Gray Cancer Center
- The Henry Low Heart Center
- The Stroke Center
- Women's Health Services
- The Joint Center
- The Spine Center
- Robotic Surgery
- Minimally Invasive Surgery
- Transplantation
- Bariatric Surgery
- The Institute of Living (Division of Psychiatry)
- Gastroenterology
- Colorectal Surgery

Hartford Hospital Executive Summary – Community Benefit

For Year 10-1-2009 through 9-30-2010 (FY 2010). Figures are being reported in accordance with the new IRS Form 990 Schedule H requirement.

	Persons Served	Benefits
Community Health Improvement Services		
Community Health Education	33,733	517,247
Community Based Clinical Services	2,314	73,649
Health Care Support Services	429	25,487
Special Events	1,098	31,952
Totals	37,574	648,335
Health Professions Education		
Physicians/Medical Students	244	25,626,942
Other Health Professional Education	3,197	81,314
Totals	3,441	25,708,256
Subsidized Health Services		
Hospital Outpatient Services	34,544	5,659,531
Women's and Children's Services	1,056	124,022
Totals	35,600	5,783,553
Research		
Clinical Research	*	228
Community Health Research	*	14,758,358
Totals	*	14,758,645
Financial and In Kind Contributions		
Cash Donations	*	111,150
In kind Donations	21,765	3,589,883
Cost of Fundraising for Community Programs	*	452
Totals	21,765	3,701,485
Community Building Activities		
Physical Improvements/Housing	*	240,162
Economic Development	*	147,458
Community Support	*	1,038,708
Coalition Building	*	1,845
Community Health Improvement Advocacy	*	17,222
Workforce Development	298	1,999
Totals	298	1,447,394
Community Benefit Operations		
Assigned Staff	*	121,503
Community Needs/Health Needs Assessment	*	903
Other Resources	*	42,048
Totals	*	164,454
Traditional Charity Care		
Traditional Charity Care	17,115	10,756,492
Total	17,115	10,756,492
Government Sponsored Health Care		
Unpaid Cost of Medicaid	92,539	16,503,697
State Administered General Assistance (SAGA)	12,133	4,862,049
Totals	104,672	21,365,746
Total Community Benefit	220,465	84,334,360

*Number of people served cannot be determined due to inability to directly count people in these program



A Hartford HealthCare Partner

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