




Penn Medicine

University of Pennsylvania School of Medicine
University of Pennsylvania Health System



simply
because

a 2011 community benefit report



From neighborhood to neighborhood: the community is a reflection of who we are

At Penn Medicine, working for the benefit of the community is not only a priority; it is rooted deep in our culture. Along with our role as a leader in medical care, education and research, we have cultivated a strong affinity with the neighborhoods we serve — always working to identify new needs and find solutions.

We are sensitive to the disparity in the quality of health and health care among the people of the Philadelphia area. In neighborhoods throughout the city, many residents — often the very young or the very old — do not have access to adequate care. The quality of their lives is diminished because they are unable to receive the services and support they need.

Aware of these disparities and the barriers to health care faced by our communities, we use our resources to improve the health and wellness among the underserved. Our moral imperative is to look, listen and act — in ways that will make a difference. In collaboration with our physicians, nurses, students, staff and community partners, we take action to enhance the well-being of the neighborhoods we all share.

Our outreach extends in many directions and is displayed in many ways. To provide a meaningful look at a small sampling of Penn Medicine's community service, this book presents a journey through the streets of Philadelphia and beyond — showing what it takes to give those in need a greater sense of hope. *Simply because it's who we are.*

To learn more about Penn Medicine's commitment to the community, visit PennMedicine.org/community

Dedicated to the related missions of medical education, biomedical research and patient care, Penn Medicine consists of the University of Pennsylvania School of Medicine and the University of Pennsylvania Health System.

The School of Medicine is recognized internationally for its superior education and training of the next generation of physicians and scientists who will be the future leaders of academic medicine. The Health System includes three hospitals: the Hospital of the University of Pennsylvania (HUP), recognized as one of the nation's top ten hospitals by *U.S. News & World Report*; Pennsylvania Hospital (the nation's first hospital); and Penn Presbyterian Medical Center. The Health System's physicians, nurses, and staff provide world-class care to patients with a broad range of complex medical conditions.

A photograph of a group of people in a meeting room. In the foreground, a man in a white shirt is looking towards the left. Behind him, a woman in a red shirt and a man in a teal shirt are looking down at something in their hands. In the background, another man in a white cap is visible. The room has a bulletin board on the wall.

Finding solutions
in our own backyard...



The journey begins in West Philadelphia. This is where many of Penn Medicine's core community benefit programs were established and continue to thrive. One example is the **University City Hospitality Coalition (UCHC)**, which provides meals to the homeless and hungry. Another is the **United Community Clinic (UCC)**, a free health clinic located in the basement of a church in the East Parkside

neighborhood. The clinic has been described as having a "60s vibe" to it: people helping people, giving their time and talent selflessly.

Along with these programs, many others have emerged and become an integral part of Penn Medicine's ever-expanding mission to bring health care and support to those in need.

RUSSELL ATHLETIC
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Giving homeless mothers a sense of responsibility

As an emergency shelter for young homeless mothers, **Jane Addams Place** helps women gain independence, and assists them in providing childcare and obtaining health care services.

A compelling example is **Project ME (Mind Empowerment)**. Nurses from various departments of the Hospital of the University of Pennsylvania (HUP) conduct an educational series on a variety of topics for the young mothers who visit the shelter. Topics include caring for a baby, flu prevention, and more. Every three weeks a new eight-to-ten week session starts, and at the end, the women receive a “graduation” certificate — along with a sense of accomplishment and self-worth.

Pamela Mack-Brooks, MSN CRNP, Director of Nursing Community Outreach at HUP, is one of the project’s coordinators. *“I am honored to represent Penn Medicine in this capacity,”* says Pamela. *“I am from West Philadelphia, and feel privileged to serve in the community where I was raised and now work.”*

What is especially impressive about the programs at Jane Addams Place is that they give the women beneficial information they would not otherwise have a means of acquiring — such as nutrition, STDs, breast care, heart health and job-acquiring skills — provided by people who genuinely care about their situation.

Kindness and empathy are still the best medicine.

Turning addicts into volunteers

Next on the itinerary is a visit to the addiction unit at Penn Presbyterian Medical Center (PPMC). This 18-bed facility provides rehab treatment for drug addicts and alcoholics. With nearly 400 admissions per year, the unit is always filled to capacity.

It takes a special type of medical professional to work in the addictions unit. *“You can’t be wimpy”* one of the nurses asserts. Addiction patients can be belligerent and manipulative, requiring nurses to be extremely patient — and often strong. *“I let them know they can’t get one over on me,”* says Miriam Yorkman, BSN, RN, CARN, who has been an addiction nurse at PPMC for over 14 years. *“I want them to get well, but no, they cannot break the rules.”*

This “tough love” approach ultimately earns patients’ respect. Consider the story of David, a former addict who is now an alumnus volunteer with the unit. David had been using injection drugs for more than 40 years when he was referred to PPMC. Initially, he resisted treatment, often acting in an arrogant or selfish manner. He was given the hard-and-fast choice of staying or leaving, and returning to the life that was killing him. He stayed... and he’s still here today. In his role as a volunteer, David conducts meetings twice a month to help other addicts turn their lives around — just as he did.

David’s story is evidence that the kind of treatment provided at the PPMC addiction unit not only cures; it changes lives — with the power to turn a patient into a mentor.

Blending the ideals of medicine, education and community service

The power of mentoring is also apparent at the community clinic in Sayre High School at 58th and Walnut. The clinic was recently re-named the **Dr. Bennett L. Johnson, Jr. Sayre Health Center** — in honor of the late physician who served as senior medical officer at the Hospital of the University of Pennsylvania. Dr. Johnson had a vision: to create a primary care health center, where Penn Medicine works in collaboration with Sayre High School to bring state-of-the-art health care to this neighborhood.

In the foyer of the health center is a large framed painting, depicting urban life in Philadelphia. The picture, which was painted by Dr. Johnson and donated by his family after his death, conveys a spirit and energy that sets a positive tone for the facility itself. Based on what is achieved within these walls, Dr. Johnson would be proud. Sayre students actively work in partnership with Penn medical students, learning to perform basic health care services. Students also have the opportunity to shadow doctors and nurses, getting a first-hand look at what it is like to work in the medical field.

Sayre is one of 30 schools in the city participating in **Project BioEYES**, an innovative educational initiative sponsored by the University of Pennsylvania's Institute for Regenerative Medicine and the Netter Center for Community Partnerships. Created as a way to get students engaged in real science, this award-winning K-12 program

uses a hands-on approach to learning that has gained international attention. Working with Penn graduate and undergraduate mentors as well as a university outreach educator, over 80 Sayre students learn the topics of cell development and genetics by raising zebrafish in their classroom. They observe in wonder as embryos develop from a single egg to free-swimming larva. Not only does Project BioEYES offer an effective way to teach concepts students are required to learn, it also inspires them to become excited by the thrill of scientific discovery.

With its commitment to collaboration, the clinic at Sayre conveys the importance of teamwork and sharing resources to meet a community need. Sometimes the challenges are great, however. That point will hit home even harder as the journey continues on to other parts of the city.





Reaching out to isolated communities...

In the underprivileged neighborhoods of North and South Philadelphia, the word “isolated” comes to mind. The residents of these communities face significant challenges in finding the quality health care they need. For many of them, health care is out of reach — to the extent that they often feel marginalized and left behind.

But hope has a way of turning up in the unlikelyst of places; and reaching out to communities in need can have a cumulative effect on improving the health of the individuals, families and neighborhoods we serve.

Serving high-risk and vulnerable “survivors”

On Lehigh Avenue in North Philadelphia is the **Prevention Point** clinic, a non-profit group that primarily serves those who are uninsured or living in shelters. As one of four such clinics throughout the city, Prevention Point offers a variety of health care services for community residents. Services range from treating infections to providing vaccines for hepatitis and tetanus. Patients with more chronic issues can receive referrals to primary care elsewhere in the city.

Prevention Point also helps stem the spread of HIV and hepatitis C infections by working with the city to provide free, safe needle exchange. Injection drug use is one of the major causes of these diseases, and providing clean needles is a preventive measure that can ultimately save lives.

Angela Mills, MD, from HUP’s Emergency Department is one of the attending physicians at Prevention Point. *“In the Emergency Department I routinely see a whole range of patient cases,”* says Dr. Mills. *“This broad experience is helpful to me at Prevention Point.”* At the clinic, Dr. Mills sees many patients who are high-risk and vulnerable, lacking insurance and resources. The clinic provides a way for them to access the quality medical services they need.

“I’ve found that sometimes people just want someone to listen to them,” says Dr. Mills. *“I make a point to listen and acknowledge the hardships they are trying to overcome. It gives me hope that they will remain strong and have the courage to get through their struggles. They’re already survivors.”*

The presence of Penn doctors at the clinic has been getting around by word-of-mouth. Not only are patients coming, they’re returning for follow-up care. That’s a pattern that will create a long-term positive impact on the health and well-being of a neighborhood in need.

A bridge between needing and receiving

On the city's south side is a clinic run by the non-profit organization called **Puentes de Salud**, which is Spanish for "Bridges To Health." As its name suggests, the goal of the organization is to bridge a gap — bringing low-cost, high-quality health care and social services to South Philadelphia's growing Latino population.

Volunteers consisting of Penn physicians, nurses, medical students and undergraduates from the University of Pennsylvania provide care to nearly 1,400 patients, primarily Spanish-speaking immigrants. Roughly 10% of them are diabetic. Puentes de Salud also provides community members with access to health education programs, while addressing social factors that influence community health.

Steven Larson, MD, Associate Professor of Emergency Medicine at HUP, is one of the founders of Puentes de Salud. *"It's a special place that means the world to me,"* says Dr. Larson. *"It gives me the opportunity to enjoy all the things that brought me to medicine in the first place. The approach we take at Puentes represents where the field of medicine needs to go — in both practice and delivery."*

Latina Community Health Services (LCHS) is the women's health extension of Puentes de Salud. The program was created to provide quality health care to Hispanic women — including ultrasound screening and diabetes education. Jack Ludmir, MD, Professor and Chair of Pennsylvania Hospital's Department of Obstetrics and Gynecology, explains that pregnant Hispanic women have a higher incidence of diabetes and hypertension, creating a need for high-risk obstetrical care to prevent complications. The clinic offers its popular diabetes in pregnancy educational programs on Tuesday afternoons, which attracts Hispanic residents from all over South Philadelphia.

Dr. Ludmir asserts that the reason he is so proud of the program is that *"we do it because it's the right thing."*

That phrase comes to mind once again: *simply because.*





Going beyond
traditional medical care...



The success of community outreach requires a strong focus on solutions. At Penn Medicine, we want to find ways to expand and strengthen the safety net that helps ensure the well-being of the communities we serve. In that regard, one of our major responsibilities is to share knowledge. Working together with community partners enables us to accomplish more than any one person could individually.

With the programs described on the following pages, it is evident how “reaching out” — in a more literal sense — can bring positive changes.

Sharing our knowledge for the greater good

Often those who are in a position to provide guidance need some guidance themselves. Such is the case of a group of clergy members from **Christian Stronghold Baptist Church** in Fairmount Park. As church leaders, these pastors frequently advise parishioners suffering from depression, anxiety and other mental health issues.



In order to provide better counsel, the clergy members contacted Monnica Williams, MA, PhD, Assistant Professor of Psychology in Psychiatry at HUP. Dr. Williams oversees a series of seminars at the church, conducted by her and other Penn physicians — in conjunction with the Mainline Chapter of the National Alliance on Mental Illness (NAMI) — to educate the pastors on mental health issues.

Seth Gillihan, PhD, Assistant Professor of Psychology in Psychiatry, and Steven Siegel, MD, PhD, Associate Professor of Psychiatry at HUP, help conduct these sessions. According to Dr. Gillihan, clergy members want to better understand how to recognize mental health conditions and what kinds of treatments and courses of action to recommend. The educational sessions at the church provide the pastors with the knowledge they need to help their parishioners seek the proper care.

“[Conducting these sessions] doesn’t feel like a charitable act so much as it feels like an education,” says Dr. Gillihan. “It’s good to have a little better sense of what the mental health needs are outside the walls of the university.”

Taking action “outside the walls” is also the tactic of the next program on the itinerary.

A “front-line” effort

The **Hall-Mercer Homeless Program** provides care and resources for people who live on the streets or have a history of homelessness. As the behavioral wing of Pennsylvania Hospital, Hall-Mercer offers a full range of services to the city’s mentally ill or displaced population.

Taking a unique “outreach” approach, members of the Hall-Mercer Homeless Services staff take to the streets of Philadelphia to seek out homeless men and women and encourage them to get the help they need. One team member describes it as a “front-line” program, with the goal of getting homeless people “back on track.”

Recently, Hall-Mercer launched a new program, called Targeted Case Management’s Prevention & Recovery (PAR) Service. The first of its kind in Philadelphia, the program reaches out to individuals who, through some life changing

experience, have recently come into contact with the city’s mental health and social service networks.

“The goal of the PAR program is to connect these individuals to resources that will help them regain the stability and independence required to foster their ongoing recovery, and ultimately re-integrate into the communities in which they choose to live,” says Will Sassaman, Director of Targeted Case Management at Hall-Mercer. “Thanks to the commitment of our dedicated staff, we can undergo transformations like this while continuing to effectively serve those in need.”

The PAR program joins a wide array of Hall-Mercer services, which include general community and shelter outreach, targeted case management, support for independent living, therapy for individuals with mental health and substance abuse issues, and outpatient psychiatric services.

Saving sight... and “making miracles”

A group of students from the School of Medicine is serving the community by participating in the **Penn Sight Savers Program**. With this program, these future doctors have conducted hundreds of free glaucoma screenings and educated communities on the topic of ocular health. The students emphasize the importance of the glaucoma screenings, because catching the potentially blinding disease early enough can prevent vision loss.

Giving their time to the community in this way has had a positive effect on the students as well. Here are some of their observations:

“For me as well as the other medical students who have a lot of passion but are still inexperienced, helping with screenings for glaucoma is a wonderful way to get exposure to point-of-care medicine and not feel like an observer with nothing to contribute.” – Keirnan Willet

“Enabling someone to see or preventing someone from becoming blind is one of the most miraculous changes medicine can make. Screening for preventable eye diseases is a way that medical students can meaningfully contribute.” – Yan Yan

Indeed, miraculous changes are what Penn Medicine’s community programs create every day.



Thinking globally...

Penn Medicine's mission doesn't end within the city, or even its suburbs. Envisioning a healthier world means looking beyond as well as ahead. Whether it's being on the ground to assist victims of the Haitian earthquake or providing health care in Guatemala, members of the Penn community continue to reach out however and wherever they can.

Penn Medicine is thinking about the big picture in another way as well. Through groundbreaking research, we pave the way for clinical advances that benefit our community as well as the world. In teaming up with medical professionals around the globe, Penn Medicine's scientists and physicians are expanding the frontiers of medicine.

Penn medical students and residents are doing their part as well. Their education helps them understand their responsibilities in the world and institutionally. We support their efforts to pass these obligations on — not only to the next class, but also to the young people of our community. Through our Global Health Programs, Penn medical students have additional opportunities to participate in clinical, research, public health and policy activities — primarily in low-resource areas.

In addition, we are able to offer medical students from affiliated international medical schools the opportunity to participate in clinical electives alongside our own medical students. The exposure to our educational and health care systems serve them well when they return home to practice medicine.

All told, these efforts are helping to shape the future of medicine and encourage us to look forward to a healthier world.





Making a difference every day

In their own words, individual members of the Penn Medicine community express how they feel about giving their time and talent for the sake of those in need.

“I’ve loved the opportunity to show Mykah exciting opportunities in Philadelphia. We’ve been to museums, zoos, sporting events, and parks he’d never known, tried cuisine from all different parts of the world... I like being a source of advice, a role model, and a big brother,” says Penn Student **Joe Kole** of his participation in the Penn Med Mentors program.

“I fell in love with the camp, the children and the family of people that make the camp a special place,” says **Megan Herwig**, BSN, RN, OCN, who volunteers at Camp Dreamcatcher — a camp for children age 5 to 15 who have been infected with or impacted by HIV/AIDS.

“I encourage students to go into health care because of its rewards and challenges,” says trauma nurse **Andrea Blount**, BSN, RN, MPH, in describing her role in the Penn Student Mentoring Program.

“I’m always out there, involved with people. For me, there is no other option than helping people when and where I can,” says **Adam Maselli**, who was one of 10 volunteers from the Information Systems department working with Habitat for Humanity to restore a home.

“I see it all the time: people whose lives are saved from a preventable cancer because they got screened. And that’s where I come in,” says Perelman Endoscopy nurse **Holly Sharpe**, BSN, RN, CNIII about her participation in health fairs to let people know the risk factors and the importance of colorectal cancer screening and prevention.

“Tutoring in West Philadelphia has allowed me to share the privileged education I’ve received and to help others get the most out of their academic work and ultimately to succeed professionally,” says Penn medical student **Asher Schranz**, who participates in a tutoring program for single parents and low-income families.

Penn Medicine works toward a single outcome: to make a measurable difference in the health of individuals and families. Healthy people, after all, create stronger communities. But there is still work to be done.

Our commitment to the community: by the numbers

Penn Medicine’s community work requires a significant investment of time from those who contribute their talents to the success of our programs. In recent years, economic challenges have created a greater demand — and we’ve responded accordingly. With our programs for the uninsured, and our efforts to reduce disparities in access to care, we have widened our “safety-net.”

Furthermore, we’ve continued to promote health awareness within the community — with free cancer screenings, health conferences, free support group meetings, health care career development and more. Ultimately, these programs have enabled us to touch more lives than we ever could in a clinical setting.

Here is a look at some of the numbers that reflect the quantifiable aspect of our community work.

Support in FY10

Charity and underfunded care for Medicaid families:	\$107.7 million
Physician training support:	\$93.8 million
Research support:	\$587.2 million
Total:	\$788.7 million

Infant Deliveries

Hospital of the University of Pennsylvania:	4,181
Pennsylvania Hospital:	4,776

Many of the women giving birth were underinsured, uninsured or covered by Medicaid and many were also undocumented immigrants.

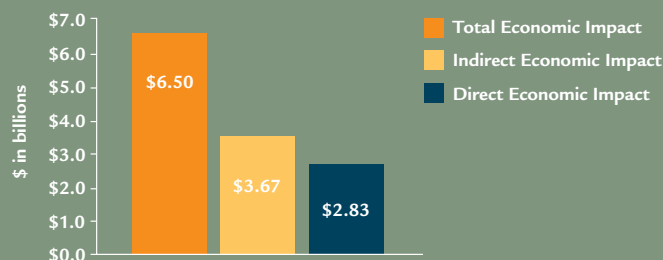
Emergency Department Visits

Hospital of the University of Pennsylvania:	59,406
Penn Presbyterian Medical Center:	37,570
Pennsylvania Hospital:	31,642

A positive economic impact

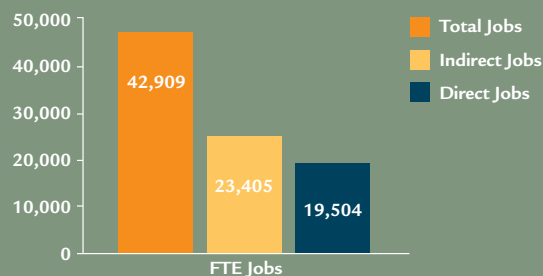
Penn Medicine’s local presence provides a significant benefit to the economy of the city, state and region — through revenue generation, job creation and spending. Combining **direct** factors (which include in-state spending by Penn Medicine and attracting funding and visitors from outside the state) and **indirect** factors, Penn Medicine had a total economic impact of more than **\$6.5 billion** on Pennsylvania in 2010.

2010 Pennsylvania Economic Impact of Penn Medicine




In addition, Penn Medicine is a major regional employer, supporting more than 42,900 full-time jobs in Pennsylvania. This includes the full-time equivalent (FTE) jobs of those who work directly for Penn Medicine, and indirect employees who work for businesses that supply Penn Medicine with goods and services.

2010 Statewide Employment Impact of Penn Medicine







To learn more about Penn Medicine's
commitment to the community, visit
PennMedicine.org/community

Our mission is a simple one:

We intend to be the very best we can be. We pursue this mission in service to our scholarship, our obligation to teach others, and our commitment to caring for those we can help. At Penn Medicine, we see the future every day through discovery, learning gained and shared, and lives made better. Those who join us in this mission are grateful for the privilege and accept the many responsibilities such privilege entails.

We acknowledge the physicians, nurses and staff throughout the University of Pennsylvania School of Medicine and University of Pennsylvania Health System who contributed to this report and to our community.

