



PROMEDICA EBEID INSTITUTE

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# YEAR IN REVIEW

2020

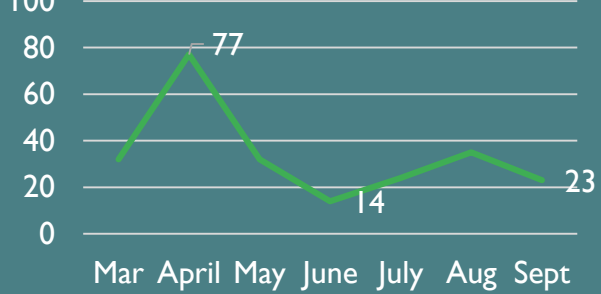
> **6,700 EMPLOYEES**  
exposed and isolated for COVID

> **4,900 EMPLOYEES**  
tested positive for COVID

**11 EMPLOYEES**  
LOST THEIR LIVES



Avg # Positive COVID Patients / day  
(hospitalized across the system)



> **200 System Incident**  
Command Center meetings

**COVID MORTALITY RATE**

Organization	Mortality Rate
ProMedica Hospitals	11.6%
Ohio Hospitals	13.4%
Michigan Hospitals	19.3%

(Mar-Sept '20)

# PROMEDICA and COVID-19 | BY THE NUMBERS

ProMedica and our experts responded to:  
**1200+ media inquiries** and produced **45+ resource videos**

**211,000** unique visits to the COVID-19 microsite



**\$2.5 million** raised by ProMedica Foundations during COVID to provide financial support and relief to **9,000+** employees.

**Over \$9 million** awarded in COVID federal and state grants

Senior Care Daily COVID Census



Cumulative **7,830+** COVID patients cared for in Senior Care facilities

**Dr. Mark Gloth** and team developed an industry-leading standard for COVID-19 isolation units  
**Dr. Greg Kasper** led efforts to trial new proning techniques which were published in leading medical journals.



## Virtual Visits

- > **65,000** Telehealth visits
- 600 iPads for Senior Care family visitation and telehealth

**Eli Lilly antibody trials @ 3 Senior Care facilities**



As of 10/1, COVID-19 Testing

- Senior Care **40,000/week**
- Providers & Acute Care **8,000/week**

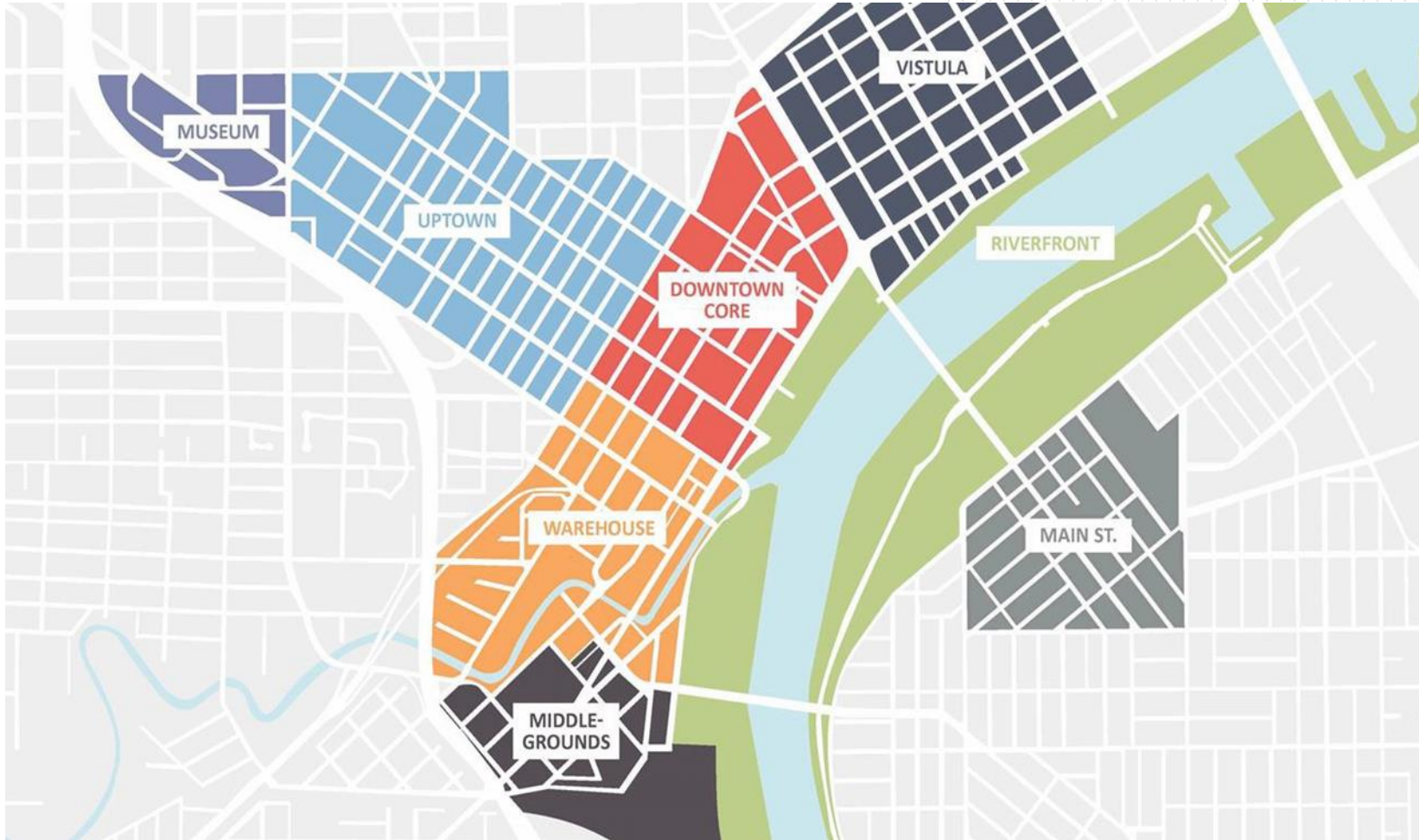
Supply chain secured and distributed **PPE for over 300 locations in 28 states**

# 2020 Highlights

- Emergency COVID-19 Neighborhood Support
- Transitioned to virtual programs and innovative services
- HOPE Toledo Launched
  - Pre-K + Scott College Promise Scholarship
- Deployed \$7.5M ProMedica-LISC Loan Pool to support MWBE Mix-Use Housing Development Wonder Bread Project
- Launched two new Financial Opportunity Centers in Defiance and Fremont
- Community driven, inclusive process to invest \$2.5M in the Junction Neighborhood to support health equity
- Expanded to additional neighborhood, awarding \$2.8M in grants (ProMedica Metro Foundation)
- Ebeid Promise Received the 2020 U.S Department of Housing and Urban Development Opportunity and Empowerment Award
- Brought in in over \$2M additional grants, contracts and philanthropy and investments in 2020



# Revitalizing Toledo



EBEID NEIGHBORHOOD PROMISE  
PRIMARY FOCUS AREAS

**PROMEDICA**  
EBEID NEIGHBORHOOD  
PROMISE

**JOBS & FINANCES**

**HEALTH**

**STABLE HOUSING**

ENGAGING  
NEIGHBORS

**EDUCATION & TRAINING**

**HEALTHY NEIGHBORHOODS, HEALTHY FAMILIES**

ONE NEIGHBORHOOD, TAKING WHAT WORKS, ALIGNING RESOURCES & PARTNERS

# Why Uptown?

- 43604 zip code
- 3,208 individuals | 1,589 households
- \$12,686 median household income
- 90%+ live in rental housing
- 33% do not have an automobile
- High patient costs
- High ED visits
- High non-admit ED visits
- 2x average rate of babies born at low-birth weight
- Higher readmission rates



# Ebeid Neighborhood Promise Metrics



## Health

- 497 total ProMedica patients in ENP zone
- 59% (293) with major chronic disease
- Usage Rates (annual):
  - 39 Urgent Care Visits
  - 511 Primary Care Visits
  - 545 Emergency Department Visits (6.7 Average visits/year)
- 2 pre-term births
- 3 low birth weight births
- 71.8% have a personal doctor or provider



## Education

- 34.7% of School Age Children in Poverty
- 270-298 Lucas County Head Start students demonstrating kindergarten readiness (district wide)



## Jobs/Income

- 52% of individuals in poverty
- 20% Unemployment rate
- \$17,795 Median household income
- 479 Employed residents
- 457 FOC Clients
- \$602,495 Taxes Refunded



## Housing

- 52.6% Low Income & Severely Cost Burdened
- 956 Housing Units
- 662 Total Homeless Individuals
  - 22 Chronically Homeless
  - 640 Sheltered



# COMMUNITY

# Resident & Stakeholder Engagement

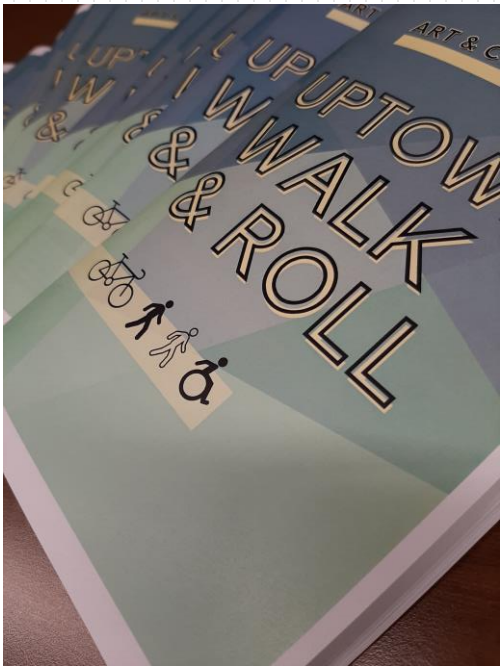


- 583 individuals engaged in 2020
- COVID Care Kits funded by United Way Emergency Relief Fund
- Created UpTown Walk & Roll
- Launched Monthly Ebeid Center Newsletter
- Ebeid Center Virtual Kitchen Videos
- Gardening Call In Show
- Garden to Plate Online
- Thanksgiving Dinner & Turkey Distribution
- Village on UpTown Green Community Conversation
- Received APHA Food & Nutrition Section Award

# Resident Engagement



# Resident Engagement





Transforming  
Neighborhoods



# Market on the Green



- Market on the Green
  - 53k customers in 2020, over 227,837 since opening
  - Mobile Market to senior housing sites, online ordering
  - Launched food delivery program for oncology patients to decrease COVID exposure, supported clinical staff with food delivery during peak COVID
  - Supporting two new start-up grocery stores
    - Center Street Market, Marion, OH
    - Endeleo Institute, Chicago, IL
- Ebeid Job Training Program
  - 5 new Ebeid trainees at the Market
  - 30 trainees since market opening

# Eliminating Another Food Desert: Grocery Store in Marion, OH





# Response to COVID 19

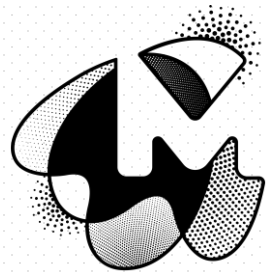


- Supplied Art kits to decrease social isolation
- Backpacks for Humans
- Launched COVID care kits with community volunteers and partners
- Activated virtual and new programming
  - Financial Opportunity Center 100% virtual
  - Ebeid Center newsletter
  - Ebeid virtual kitchen
  - Garden to Plate
- Momentum Festival
- Thanksgiving Meal kits
- UpTown Walk & Roll

# Response to COVID 19



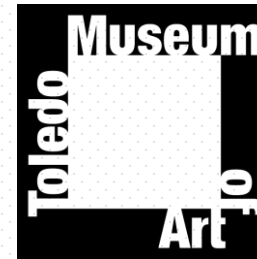
# Community Partners



Momentum



THE ARTS COMMISSION  
INSPIRING A VIBRANT TOLEDO



METROPARKS  
TOLEDO



THE OHIO STATE UNIVERSITY  
COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES



PARAMOUNT  
*Affiliate of ProMedica*

BACKPACKS FOR HUMANS

Ten Eyck Tower



# Junction Neighborhood Investment

- Expand investment to another high-need neighborhood
- Leveraged ProMedica Metro Foundation and Owens Corning dollars for support
- Community driven process
- Transparent and accountability
- Allocated \$2.8M
- Supported 18 different programs on most pressing neighborhood needs





# Partners Engaged

City of Toledo, Department of Neighborhoods

Frederick Douglass Community Association

The Junction Coalition

Just Us

Lucas County Metropolitan Housing Authority

Martin Luther King Center & Kitchen for the Poor

Monroe Street Neighborhood Center

The Tabernacle

Toledo Community Service Center (Family House)

Toledo Urban Federal Credit Union

Urban Wholistics

Warren AME Church/Vision Empowerment Board



# JOBS & FINANCES

# Success at the ENP Goodwill Job Connection Center

- JCC helps people become job ready by offering a wide variety of services to assist them and link to an employer.
- The JCC space allows employers throughout Northwest Ohio an opportunity to link with job ready candidates.

463 Individuals Served

177 Individuals Secured Jobs

# Success Story

## *D'Andre*

D'Andre Dallas, a husband and father of three, walked into the Madison Ave. Job Connection Center in March 2019, seeking employment opportunities. While working in several temporary positions, D'Andre stayed persistent in his search for permanent employment. Finally, he was able to land a position at the Rossford Amazon Fulfillment Center on November 16, 2020. Just after three weeks of working there, D'Andre is being promoted to a management role and has begun training for this position. Congratulations, D'Andre!

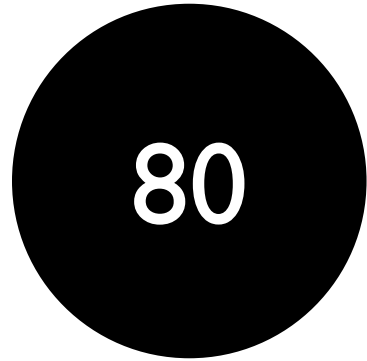
# FINANCIAL OPPORTUNITY Center

- Launched two new FOC's in Defiance and Fremont, Ohio in partnership with GM and LISC
- Quickly transitioned to virtual services and served 800 clients throughout the pandemic:
  - SNAP Benefits, Rental & utility application assistance, education on the Cares Credit Protection Act, Pandemic Unemployment Compensation (PUC) assistance, food pantry referrals, distributed COVID-19 PPE, holiday assistance referrals, financial Wellness Wednesdays on social media platforms

# Financial Opportunity Center 2020 Services



Individuals Served  
by FOC



Percent Retention Rate  
(Clients engaged 5+ times)



Individuals  
Increased Net  
Income



Individuals  
Increased FICO  
Credit Score



Individuals  
Increased Net  
Worth

# Financial Opportunity Center: Impact Analysis

833

FOC Participants: ProMedica patients & Paramount Members

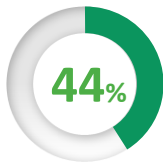
20%  
Male



80%  
Female



African American



Medicaid Beneficiaries

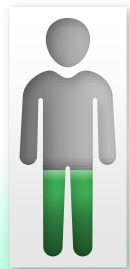


Between the ages of 18-40

Most commonly faced other social risks:



42% had 4+ chronic conditions, the most common of which was hypertension



40% had *not* visited a PCP within the past year

## Impact on Financial Security

+ \$610

Average Monthly Income Increase

+ 37pts

Average Credit Score Increase

## Impact on Health Care Utilization and Cost

- 9%

Reduction in ED Visits

\$20K

In Cost Savings

- 38%

Reduction in Inpatient Visits

\$150K

In Cost Savings

+ 11%

Increase in PCP Visits

Better Connection to Primary and Preventive Care Services

# Success Story

## *SHAMILLA*



- Homeless for two weeks - living in her car along with her four children.
- Supervisor connected her with EAP & FOC
- FOC connected with United Way for a hotel
- Moved to Beach House Family Shelter
- Found a 3-bedroom home
- Rental and utility assistance for the next 2 years
- Family will have a home for Christmas!
- ProMedica Physicians Group adopted the family for Christmas

# BRIDGES TO CAREERS

- State Tested Nursing Assistant (STNA) went virtual w/limited in person training
- 5 additional cohorts were added to address staffing shortages throughout all health systems
- 265 participants enrolled
- 92 students completed the STNA program
- 30 currently employed at ProMedica

# Success Story

## LASHONNNDIA



- Completed STNA classes and received her Nursing Assistant certificate
- Passed State Test
- Employed, but looking to transition to ProMedica Health System
- Increased credit Score by 36 points
- Increased net worth by \$849
- Increased net income by \$930
- Received a raise at work
- Lost hours due to COVID, got behind on rent
- Received an eviction notice
- Worked with her coach to receive rental assistance through NeighborWorks
- New home before Christmas!

# SMALL BUSINESS *Jumpstart*



- Support small business start-up and expansion
  - Marketing, Business Plans, Access to Capital
- Focused on Women & Minority Owned Business Enterprises
- Serving Uptown and partnered with Ebeid on first Elevate Your Side Hustle Event
- Leveraged dollars with Key Bank



# Success Story

## Quintin

Quintin Riley, the owner of Legendary Carpet Care, started as an environmental services technician more than a decade ago, cleaning carpets and floors at a local hospital. Quintin joined JumpStart's NW Ohio Impact Program, an intensive 12-week business assistance program that provides mentoring, advising, and collaborative learning. This program ends in a pitch competition for a chance to take home \$10,000 to grow one's business. While the prospect of winning the funding is exciting, Quintin feels that the training is what has allowed him to elevate his business. Strategic planning, growth, employee engagement, milestones, and value propositions – were things he felt were always missing because he was immersed in the day-to-day work. He describes this challenge as working *in* his business versus working *on* his business. Quintin has succeeded and will continue to thrive, regardless of the highs and lows; he has the mindset, the skillset, and wraparound supports from his mentors, family, the Small Business Growth Collaborative, and JumpStart.



PRESENTED BY



 **PROMEDICA**  
EBEID NEIGHBORHOOD  
PROMISE

WEBINAR EVENT

# ELEVATE YOUR SIDE HUSTLE



# Jobs & Finance Partners

**LLSC TOLEDO**





# HEALTH & WELLNESS

gettyimages®  
FatCamera

# SDOH Focus: HEALTH AND INFANT VITALITY

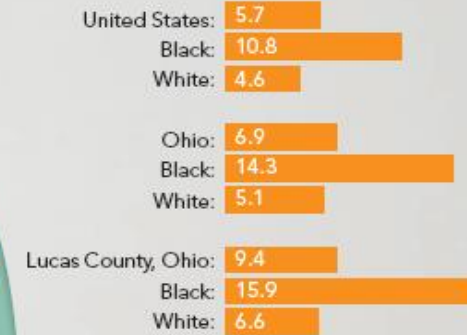


ProMedica integrates social and clinical services to promote patient-centered care in an effort to improve health outcomes for moms and babies.



## INFANT MORTALITY RATES

Infant deaths under age 1 per 1,000 live births  
 US and Ohio Target  
 6.0 infant deaths per 1,000 live births



\*[https://www.cdc.gov/nchs/pressroom/sosmap/infant\\_mortality\\_rates/infant\\_mortality.htm](https://www.cdc.gov/nchs/pressroom/sosmap/infant_mortality_rates/infant_mortality.htm)

\*In collaboration The Hospital Council of Northwest Ohio, Lucas County Health Department, Neighborhood Health Association and Mercy Health

# Healthy Moms & Healthy Babies



- **Infant Vitality**
  - 585 pregnant moms connected to Pathways HUB
  - ENP Strategy
- **Getting Healthy Zone Partnership**
  - ProMedica with HCNO and Bon Secours Mercy, Neighborhood Health Association, and Toledo-Lucas County Health Department
  - Grassroot engagements to support expectant and maternal moms
  - Alignment of programs and services to reduce disparities gaps in infant and maternal health outcomes

# Healthy Moms & Healthy Babies Impact



- 8 safe sleep classes
- Community conversations
- 3 Women wellness events
- 3 Family planning sessions
- 598 women connected to resources
- 300 mommy/baby care kits delivered

# Health Services Provided



- Blood pressure screenings
- Stroke screenings
- Flu Clinic
- Virtual Health sessions
- 419 individuals participated in healthy cooking classes
- 1 Year Free Toledo Go Bike Members

# Community Health Partners





**EDUCATION  
& TRAINING**



*The mission of **HOPE Toledo** is to “support and ensure high-quality education from birth to Pre-K to postsecondary, trade school and career for every young person in the City of Toledo, to create generational economic change for the betterment of our families and community.*

- HOPE Toledo established as a new 501c3
  - Led by Mayor Kapszukiewicz, United Way, Toledo Community Foundation, Toledo Public Schools, Washington Local Schools and United Way
  - City ballot for public funding in Spring
  - Secured commitments of \$6,000,000 in private philanthropy
- Pre K ENP Demonstration Project
  - Increase access, maximize revenue and improve quality at neighborhood centers: Toledo Day Nurse, Catholic Club, YMCA, Educare, Sandy’s Sandbox, Simply Amazing

# Why Pre-Kindergarten?



## RETURN ON INVESTMENT

For every \$1 invested in early childhood education there is up to \$8.90 return to the community

*Source: HeckmanEquation.org*



## WORKFORCE

Investment in early childhood education increases labor productivity; parents are able to access high-rated preschools for their children which in turn yield better productivity for them on their jobs

*Source: HeckmanEquation.org*



## EDUCATIONAL ATTAINMENT:

Investment in early childhood education increases graduation rates; per a study between the years of 1960 and 2016, the overall increase was more than 11%; cost of students dropping out has a significant impact on communities (i.e. – students that drop out earn \$700,000 less over their lifetime)

*Source: American Educational Research Association*



## LOWER INCARCERATION RATES:

Investment in early childhood education provided a reduction in incarceration rates by up to 46%

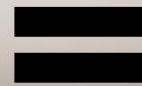
*Source:*

# Helping Our Population Educate

UNIVERSAL  
PRESCHOOL



PROMISE  
SCHOLARSHIP



HOPE  
TOLEDO

WRAP AROUND SUPPORTS



# HOPE Toledo Promise

## Scott High School Pilot

### The PROMISE explained - Responsibility

- Pete Kadens (Kadens Family Foundation) felt a personal responsibility
- Desire to change the inequities within education
- Focus on postsecondary & two generational approach



### The PROMISE executed – C/O 2020

- Graduating Class = 120
- HOPE Scholars = 83
- Participating schools = 13
- HOPE Scholars (parents) = 23
- Provided laptops for each Scholar

### The PROMISE entered – Why Scott?

- “Heartbeat” of the Black Community
- Student capacity = 2300
- Current enrollment = 600
- Avg. graduating class size over past 5 years = 100
- Free & reduced lunch = 98%



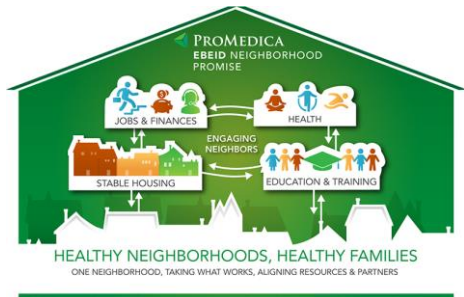
# HOPE Toledo Pre-K

## Pre-K - Where we started

- Citywide initiative to launch a “universal access” program
- Approximately 4,000 four year olds in Toledo
- 18% of children enter Kindergarten “ready to learn”

## Pre-K – What we did

- Engaged national experts
- Formed a strong, cross sector coalition
- Research, data & plan
- Launched ENP Pilot



**HOPE**  
TOLEDO

## Pre-K – Where we’re going

- Back to the Ballot
- Establish a “Birth to Five” Consortium
- Launch a universal Pre-K Program across City of Toledo





# HOUSING

# Homeless to Housed: St. Paul's Community Center



## ■ Addressing Chronic Homelessness & Complex Needs

- Intensive case management that houses chronically homeless individuals first before providing a suite of services that support physical, financial, and mental health and wellbeing.
- Research indicates that the Housing First Model improves health outcomes as it reduces system-wide costs (e.g. emergency room visits, healthcare, jail & prison). According to one study, days of stable housing were higher by 140 days than standard case management.\*

## ■ Impact

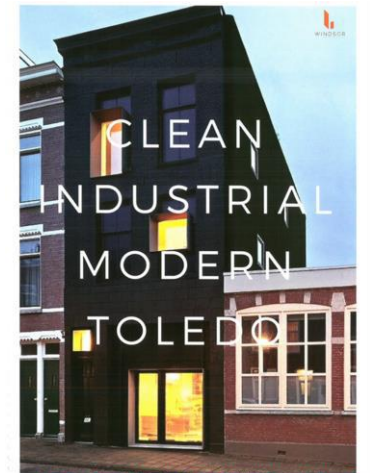
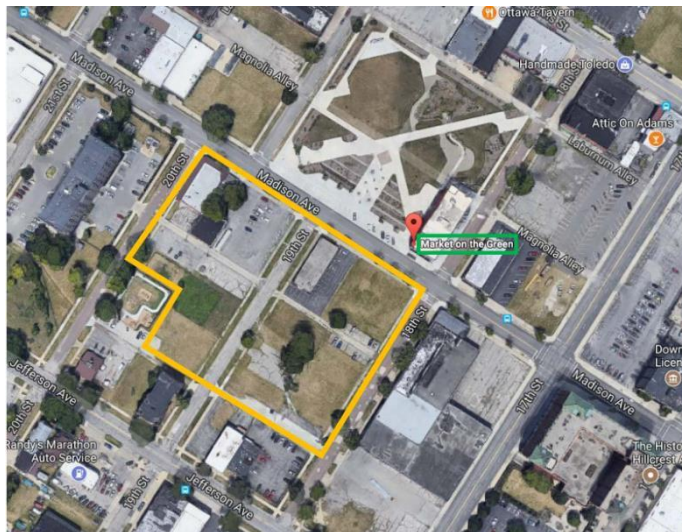
- 65% have transitioned from being homeless to either on the Community SPDAT\*\* list or housed
- Nearly 30% have gone from financial crisis to independence (from no income to between \$750 and \$1250 per month)

\*Latimer EA, Rabouin D, Cao Z, et al. Cost-effectiveness of Housing First Intervention With Intensive Case Management Compared With Treatment as Usual for Homeless Adults With Mental Illness: Secondary Analysis of a Randomized Clinical Trial. *JAMA Netw Open*. 2019;2(8):e199782. doi:10.1001/jamanetworkopen.2019.9782

\*\* Community SPDAT is a decision tool used to triage homeless individuals in order to set priorities for rapid rehousing.

# Village on the Uptown Green

- 120 units of mixed income housing in UpTown
- Target tenants: 80-120% AMI; additional 50% at market rate
- Strategically located across from Market on the Green and Ebeid Center wrap around services (financial coaching, health, education/workforce)
- Will leverage \$20M+ investment in the UpTown community





# Impact Projects Currently Under Construction

445 10<sup>th</sup> St.



FOR LEASE: 443 10TH STREET • TOLEDO, OHIO

## THE ANDRUS BUILDING

14,400 SF OFFICE/MIXED-USE • PRIVATE 30-CAR PARKING LOT



### THE PROPERTY

Built in 1892, this locally designated historic landmark was home to hard working men and women who built parts for the original Jeep.

### KEY FACTS

- Now leasing for 2020
- Built to suit retail and office
- 500 - 14,400 SF available
- Rent: \$22-\$26/SF Modified Gross
- 30-car parking lot plus abundant on and off street parking

# Wonderbread Housing Development

- Women, Minority Owned Developer
- 33 low-income housing units
- Leveraged \$7.5M CDFI Investment through the ProMedica/LISC Impact Fund (ENP a catalyst to create fund)



# Coming in 2021



- Impact Fund: Launched \$1B Impact Goal
  - Launch markets: DTW, CLE, CHI, PITT, PHL, BAL, TOL
  - National Partnerships with Build Healthy Places, Metro Health, Green and Healthy Homes, Chicago Trust
- Launching Innovation HUB at Jefferson Center in Neighborhood
  - Support Minority, Women Owned Businesses
- Continue to drive long-term change, while responding to immediate COVID needs

# Coming in 2021



- Launching Innovation HUB at Jefferson Center in Neighborhood
  - Support Minority, Women Owned Businesses
  - Accelerating Wealth Building, Job Creation and Entrepreneurship
  - Bitwise Industries Coming to Toledo
- Scott College Scholarship Class of 2021
- Diversity in Nursing Scholarship
- Universal Pre-K Momentum

Thank  
you

