



2021 IMPACT REPORT

 **PROMEDICA**
NATIONAL SOCIAL DETERMINANTS
OF HEALTH INSTITUTE®

Dear Friends:

2021 was a year like no other. It presented unprecedented challenges for our communities as we navigated the relentless ramifications of the COVID-19 pandemic on our personal and collective health and well-being.

But, amid those challenges, 2021 also gave us great opportunity to engage creatively and collaboratively in addressing the social, economic and environmental challenges faced by so many for so long. Opportunities to learn from and about each other in new ways, and to band together to affect positive change.

Throughout 2021, the ProMedica Social Determinants of Health team worked diligently to understand the unique, pressing and evolving challenges of the individuals and communities we serve. With equal parts of innovation, dedication and grit, we developed new programs, scaled successful services, deepened existing partnerships and launched new ones that will make an impact for years to come.

We're excited to share with you the outcomes of our efforts in 2021 in the pages that follow.

Thank you for your continued friendship and support.

Warm regards,



Kate Sommerfeld

President, National Social Determinants of Health Institute

ProMedica

National Social Determinants of Health Institute



Mission

The ProMedica National Social Determinants of Health Institute improves the health and well-being of people and whole communities by developing, scaling, and advocating for social determinants of health solutions.

Vision

We envision vibrant communities that enable healthy, productive lives for all people.

Approach

The Institute accomplishes its mission by developing, implementing, and evaluating innovative SDOH strategies, integrating SDOH into clinical care delivery models, providing advisory services to organizations and companies, and making strategic investments and philanthropic contributions to catalyze and scale successful strategies.

EBEID NEIGHBORHOOD PROMISE

A PLACE-BASED INITIATIVE TO EMPOWER COMMUNITIES

The Ebeid Neighborhood Promise (ENP) addresses social determinants of health and supports long-term community health and growth in Toledo's UpTown area, as well as strategic investment in additional neighborhoods.

This initiative
focuses on five
key areas:

- Education
- Health
- Housing
- Resident empowerment
- Wealth building and job creation





Ebeid Neighborhood Promise Snapshot

Education

- Awarded **13 scholarships** from the new Diversity in Nursing Scholarship Program
- **72 students** enrolled at **17 different universities or trades** through HOPE Toledo

Entrepreneurship

- **457 companies** served through JumpStart
- **42 clients** mentored through JumpStart
- **220 jobs created** and retained in growing and newly launched businesses through JumpStart

Finances

- **786 people served** by the Financial Opportunity Center™
- **461 returned** for additional services
- **242 Financial coaching clients increased** their net income
- **312 Financial coaching clients increased** their credit score
- **250 increased** net worth
- **67** was the average increase in credit score; **36** was the median increase

Health

- **57,223 customers served** in 2021 at Market on the Green
- **370 people participated** in healthy cooking classes

- **110 pregnant moms** connected to the Pathways HUB for Community Health Worker support

Housing

- **195 homeless individuals** connected to mental health and housing resources

Jobs

- **433 jobs** secured
- **174 participants** in the new State Tested Nursing Assistant (STNA) training program
- **5,150 people connected** through Job Connection Center with Goodwill
- **433 job placements** via Financial Opportunity Center and Goodwill

Resident Empowerment

- **5,118 individuals** participated in programming
- **22** resident leaders engaged in strategy
- **16** Community Conversations hosted
- **20 local**, woman and minority-owned businesses contracted for events and activities
- Established resident community coalition
- **10 safety and beautification projects** led by residents

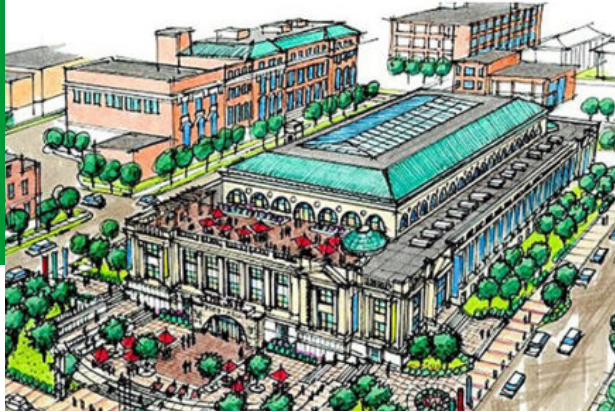
In 2021, the Ebeid Neighborhood Promise continued to positively impact lives and continued to make progress in the communities we serve. Below are a few notable efforts.



Universal Pre-K

ProMedica helped launch HOPE Toledo as an effort to make Pre-K universally available in Toledo in 2021. The \$20 million universal Pre-K initiative aligns with the vision of the ENP and provides the opportunity to have early childhood education available to all of Toledo's children through a high-rated and high-quality pre-school.

By working with other key stakeholders across Toledo, we can provide children the greatest opportunity to succeed academically, we can help give residents the foundation they need to thrive in all aspects of their lives, and improve our community as a whole. To date, 167 4-year-old children students are enrolled.



New Innovation Center

As an extension of our ENP work, ProMedica is partnering with Bitwise Industries, a Fresno, California-based tech apprenticeship engine, to launch a new innovation center in downtown Toledo.

Housed in the former Jefferson Center, the innovation center will focus on accelerating partnerships, supporting workforce development, and facilitating technology innovation. Racial, ethnic, socio-economic and gender equity will be at the core of the innovation center's mission.

Bitwise's apprenticeship approach allows people to earn-while-they-learn, removing the financial barriers of traditional education and professional advancement opportunities. The Bitwise model empowers communities of concentrated poverty to access quality jobs in the fastest-growing industry in the global economy.



TPS Pre-Medical High School

Toledo Public Schools and ProMedica have teamed up to provide local students with an opportunity to prepare for careers in the medical field. The Toledo Pre-Medical and Health Science Academy, which will open in the former DeVilbiss High School building in fall of 2022, will focus on Biomedical Science, Pre-Medicine, Pre-Nursing and all Health Science fields.

At the academy, students will receive training to begin an entry-level career in the medical field upon graduation or choose to attend college and further their education.

ProMedica will provide educational opportunities, mentorship, internships, and thought leadership to the students and school administration.



A Life Changed

Rhonda, a single mother of two children, was living at 200% of the Federal Poverty Level. Eager to find a way to help her family break the cycle of generational poverty, she reached out to the Financial Opportunity Center (FOC) after hearing about it from her coworkers.

The FOC connected her with a coach and helped her enroll in the ENP's free, five-week STNA job training program. Upon completion of the program, Rhonda obtained her Nursing Assistant certificate and prepared for her state certification test. She also enrolled in the Bridges to Careers STNA program, which helped her find employment as a resident assistant at a local nursing home - where she has worked for four years.

Thanks to the program and her hard work, Rhonda's hourly wage increased and her monthly net income improved. She also is working with her FOC coach to reach her goal of becoming a first-time homeowner. With her coach's support, she's paid off, or down, all her credit cards and worked through an outstanding issue on her credit report. Her next step is to meet with a mortgage loan officer and discuss the Down Payment Assistance Program.

Rhonda and her children look forward to the day when they can walk through the front door of their very own home.

Caring **For the Whole Person**

CONNECTING PATIENTS WITH RESOURCES AND ACHIEVING OUTCOMES

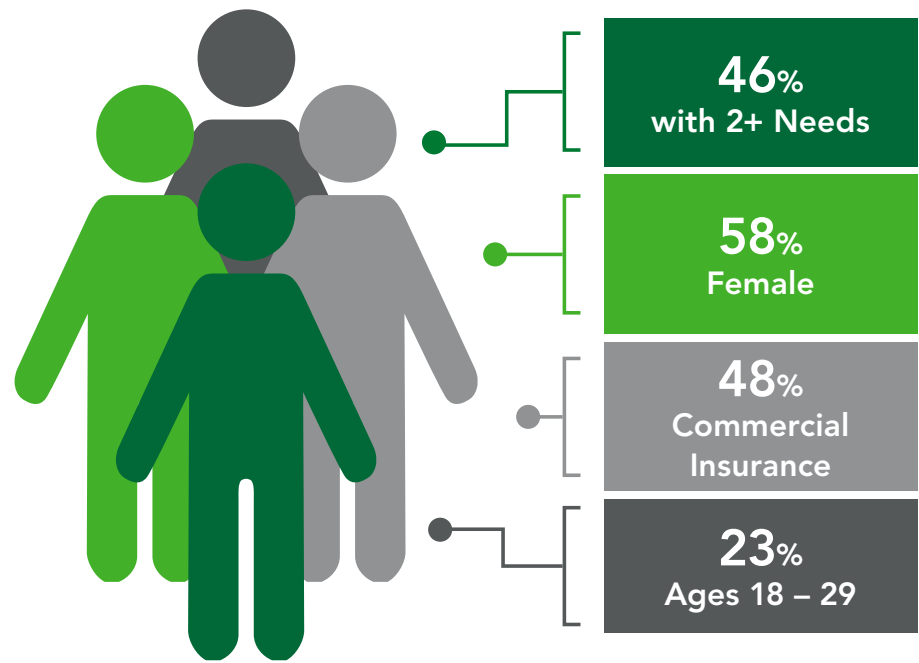


Episodic trips to providers, hospitals, and long-term care only determine 20% of an individual’s health and well-being. The other 80% relates to other factors such as the physical environment, social and economic factors, and health behaviors.

As a result, we know that medical care alone is insufficient to ensure better health outcomes. We believe our nation needs a new healthcare model that recognizes the importance of connecting healthcare providers with community-based organizations to address complex social needs and societal factors, such as access to education, job opportunities, food security, and safe housing.

That’s why ProMedica continues to transform care models to meet the needs of patients, members and residents by identifying and solving for social and economic risks. Our clinical integration team partners with all ProMedica care divisions to integrate SDOH screening and appropriately respond to identified needs for patients and members.

Patients with SDOH Needs



Domains of SDOH Risk

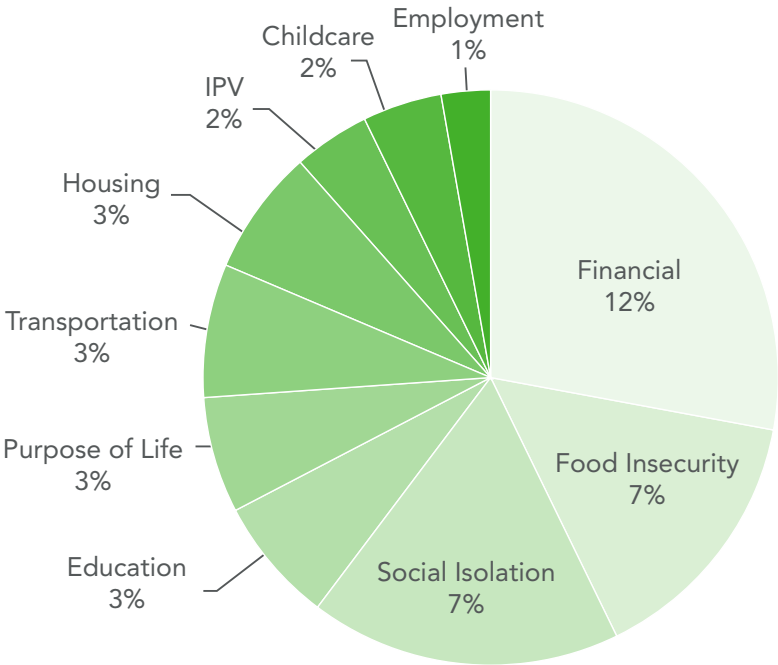
 Food Insecurity	 Financial Strain	 Employment	 Housing Insecurity	 Child Care
 Transportation	 Education	 Intimate Partner Violence	 Social Isolation	 Purpose

ProMedica continues to lead the way on reimagining care design to meet the whole needs of patients, members and residents by identifying and solving for social and economic needs.

In all of our care settings, patients are asked to self-identify social needs. The insights gained from the patient’s answers help the provider to holistically address the patient’s needs, both clinical and non-clinical.

Comprehensive Care Model

OF THE 160K PROMEDICA PATIENTS
SCREENED IN 2021
40,000 IDENTIFIED SDOH NEEDS



2021 Core SDOH Identified Risks in Primary Care Settings

SDOH & COVID

Hospitalized individuals were found to face elevated social risk in three domains and when compared to the percentage of non-hospitalized patients, the **percentage of hospitalized COVID-19 patients were:**



Food Insecurity
1.07 times higher risk for food insecurity (p = 0.05)



Housing Instability
1.13 times higher risk for housing instability (p = 0.01)



Health Literacy Challenges
1.15 times higher risk for health literacy challenges (p = 0.01)

FOOD CLINIC **IMPACT ANALYSIS**

1,753

FOOD CLINIC PARTICIPANTS

28%
Male



72%
Female

39%

have four or more chronic diseases.

Most prevalent conditions;

1) depression, 2) anxiety, 3) asthma, 4) hypertension.

Percentage Elevated Risk
across Social Risk Domains



Financial Strain
41%



Food Insecurity
34%



Housing Instability
30%



Transportation Barriers
19%



Health Literacy Challenges
54%

95%

Medicaid
Beneficiaries

53%

African
American

33%

Between the
age of 18 – 40

ENGAGEMENT

6

Average number of
visits per household

50%

Participants with 3+
household visits

IMPACT ON HEALTHCARE UTILIZATION & COST

-20%

Reduction in ED Visits
compared to -12% in similar
patients not in the program

\$6.4K

in cost savings



FOC IMPACT ANALYSIS

207

FINANCIAL OPPORTUNITY CENTER PARTICIPANTS

20%
Male



80%
Female

55%

have four or more chronic diseases.

Most prevalent conditions;

1) depression, 2) anxiety, 3) hypertension, 4) asthma.

Percentage Elevated Risk across Social Risk Domains



Financial Strain
31%



Food Insecurity
13%



Housing Instability
33%



Transportation Barriers
6%



Health Literacy Challenges
45%

95%

Medicaid
Beneficiaries

59%

African
American

64%

Between the
age of 18 – 40

ENGAGEMENT

8

Average number of
visits per participant

50%

Participants with
3+ visits

IMPACT ON FINANCIAL RESILIENCE

+\$352

Average total monthly
income increase

+79pts

Average credit
score increase

+15pts

Average increase of financial
well-being score for participants

IMPACT ON HEALTHCARE UTILIZATION & COST

-27%

Reduction in ED visits
compared to -16% in similar
patients not in the program

\$9K

in cost savings

ADDRESSING **RURAL SDOH NEEDS**

ProMedica's SDOH efforts focus on the factors outside our walls that affect the health and well-being of our community members. Sometimes, these efforts may be overlooked in our rural areas, but that's where we hold the most opportunity. According to the Rural Health Information Hub, people who live in rural areas are more likely to experience social and environmental factors that affect their overall health, such as having limited access to healthy food. This is where our organization is focusing its efforts.



ProMedica Farms

Limited access to affordable fresh fruits and vegetables remains a growing concern in the rural communities within ProMedica's footprint. ProMedica Farms, located in Lenawee County, is a three-acre farm that produces more than 20 varieties of fresh fruits and vegetables. The farm is also a platform for nontraditional models for rehabilitation. In 2020, ProMedica Charles and Virginia Hickman Hospital opened a few yards from the farm with walking trails, an education center and other facilities.

The hoop house features raised garden beds at various heights for children and people in wheelchairs, as well as railings and staircases for physical therapy.

In 2021, ProMedica Farms had:

- **90 youth** from schools or youth groups who participated in educational sessions at the Farm focused on gardening and the benefits of eating more fruits and vegetables.
- Hosted **13 education sessions/workshops** in 2021.
- Produced **2,559.3 pounds** of produce from the Farm Hoop House and Gardens that was directly supplied to the Veggie Mobile.

Veggie Mobile

To further our efforts of reaching community members in need, ProMedica introduced the Veggie Mobile. This van delivers affordable fresh produce to provide a valuable lifeline to food deserts.

See some of the highlights, below.

- **5,426 residents** served with fresh and affordable produce by the Veggie Mobile in 2021.
- **5,022 pounds of produce (2.5 tons)** donated to the community through collaboration with Gus Harrison Correctional Facility.
- **216 community members** experiencing food insecurity received a veggie voucher for complimentary produce.
- **21 patients** referred to the Veggie Mobile from primary care or discharge planning redeemed fresh fruits and vegetables.



Eliminating a Food Desert – A Case Study

Food insecurity is a serious public health problem in the United States, resulting in poor health outcomes and a crippling economic burden on health systems. ProMedica has worked to address food insecurity by targeting food deserts, neighborhoods without access to grocery stores with healthy foods, to increase food access by building non-profit grocery stores. Beginning with the UpTown Toledo neighborhood and Market on the Green, ProMedica has moved on to provide non-profit grocery consulting and advisory support to other communities in the United States. ProMedica has also worked with other anchor institutions and non-profit community-based organizations to eliminate the food deserts in their communities.

ADVISORY SERVICES

As a national leader in addressing SDOH, ProMedica has compiled best practices, lessons learned, and replicable solutions that can improve the health and well-being of communities. We work with healthcare organizations, municipalities, and others across the United States to implement innovative strategies through customized consulting and advisory services.

27

ENGAGEMENTS
IN 2021

- 2 Grocery
(Fort Wayne, Indiana
and Monroe, Michigan)
- 1 Strategic Planning to
Address Food Insecurity
(Chicago, Illinois)

3

CONSULTING
ENGAGEMENTS

24

- 3 Clinic Integration
- 2 Financial Coaching
- 4 SDOH
- 6 Grocery
- 1 Farm
- 1 Community Care Hub
- 7 Food Clinic

ADVISORY ENGAGEMENTS



Thought Leadership

The ProMedica team continues to be regularly featured in national interviews, presentations, scholarly papers and podcasts about the direction of social determinants of health.

Here are just a few highlights:

ProMedica partners with Bitwise to bring innovation center to Toledo (Article)

ProMedica to make \$2.8M investment in Junction neighborhood improvement programs (Interview)

Social Impact Heroes: Why & How Kate Sommerfeld of ProMedica Is Helping To Change Our World (Article)

ProMedica app to help employers identify social determinants of health (Article)

ProMedica Announces Partnership with Green & Healthy Homes Initiative (Article)

World Conference Forum: 2021 Reducing Hospital Readmissions



CATALYZING CHANGE



The need to create a new model of health and well-being has been known for years, but there's never been a more critical time than now to direct more resources to meeting people's basic needs. By leveraging our 10+ years experience in SDOH, our growing national footprint and our wide and diverse network of partners, ProMedica is primed and ready to make a major social impact across the country.

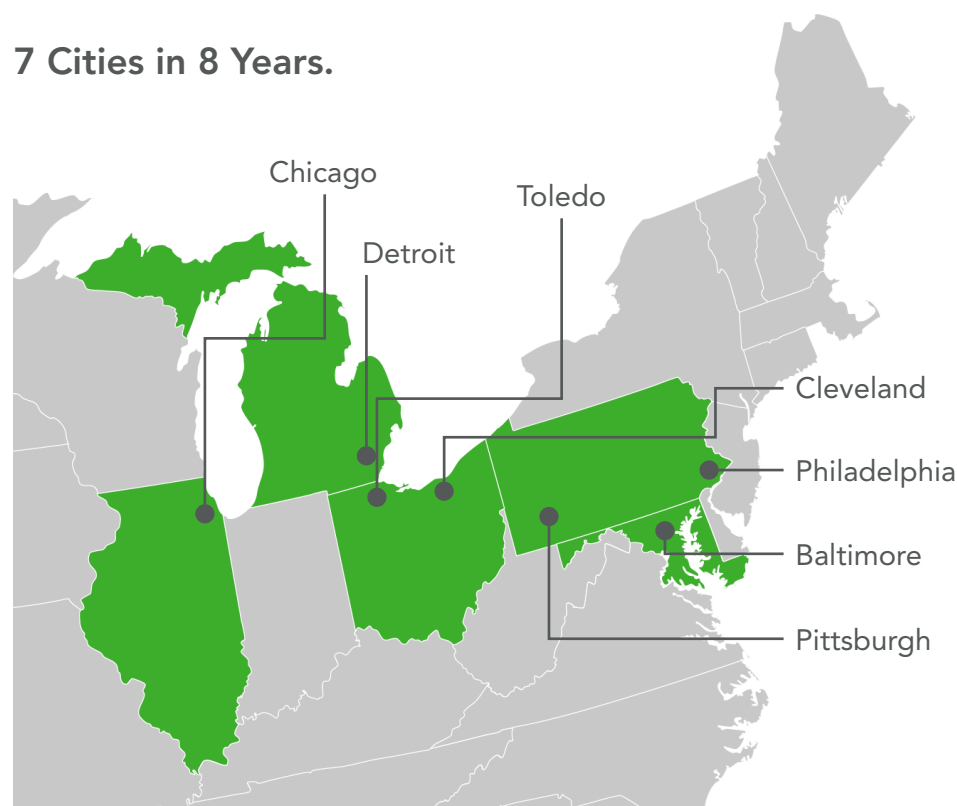
ProMedica Impact Fund

The ProMedica Impact Fund is a national call to provide a coordinated response for sustainable, measurable change in health care. We have a vision of reducing healthcare costs, improving health outcomes, and addressing health inequities across the country.

Through the Impact Fund, the SDOH Institute will seed collaborations among service providers, health systems, payors, and funders focused on effective SDOH interventions. With a robust data and evaluation capability – integrating intervention, clinical, and claims data — to analyze the impact of SDOH investments on individual and community health, ProMedica will drive large-scale systems change to shift more funding towards SDOH initiatives.

Our work kicked off in 2021 with an exciting and bold commitment to raise \$1 billion in funds over the next eight years and focus resources on making an impact in seven key cities. Additionally, the ProMedica Impact Fund is proud to have been named the official charity of the U.S. Women's Open thanks to an exciting new partnership between ProMedica and the U.S. Golf Association.

7 Cities in 8 Years.



Our Bold Vision: Raise more than \$1 billion in 8 years to strategically invest in grants, impact investments, and research and learning activities.

Grants

Support services, programs and agencies whose outcomes align with the social determinant of health model for improvement of individual and community health.

Impact Investments

Invest in promising businesses or agencies that are mission-aligned with ProMedica Impact Fund work, to provide critical equity and provide financial returns to the fund.

Research and Learning

Establish a national data integration and impact evaluation strategy, including standardized metrics and analyses, to enable partners to prove the impact programs have on health outcomes and healthcare utilization.

Healthier, Safer Homes

ProMedica has partnered with Green & Healthy Homes Initiative (GHHI) to improve the safety and energy efficiency of homes in seven major cities across the country. This partnership is ProMedica's first investment from its Impact Fund.

Through the partnership, ProMedica and GHHI will develop a national model to address lead hazards, asthma triggers, household injury risks and energy loss in substandard housing.

The first phase of the partnership included conducting a deep analysis about housing conditions and existing programs and partners in ProMedica's priority markets. GHHI and ProMedica will launch services in all seven cities in 2022.



Housing Goals by the Numbers



Lead to **28,000 changed lives** for those residing in improved housing conditions.



Ensure that **6,417 children** avoid **lead exposure**, which has an **economic value of \$315M**.



Improve the lives of **4,573 older adults**, reducing fall risk and saving up to **\$57M in health care costs**.



Weatherize **4,958 homes**, saving families an estimated **\$148M in utility bills and reduction in thermal stress**.



Reduce hospital use for asthma, saving **\$24M in health care costs**.



Create **714 career opportunities**, including for individuals in underrepresented backgrounds in the sector.



Address unsafe, unhealthy, energy inefficient housing conditions in **7,000 homes** over the next three years.

SDOH INSTITUTE 2021 IMPACT REPORT

