



The University of North Carolina Health Care System
2009 Community Benefit Summary



At UNC Health Care, caring for the people of North Carolina is our mission.

We formally define this as our Commitment to Caring, an initiative that sets a systematic approach to how we treat our patients and excel as the state's safety net institution. Every year, we set Commitment to Caring goals for our employees to meet, including financial, patient satisfaction, clinical outcomes/patient safety, employee/physician satisfaction, growth and innovation. In 2009, our employees met or exceeded all of their goals in a tough economy and at a time when we were seeing more people than ever before.

While we've formalized our goal-setting and results measurement internally, we have not reported our community benefit externally beyond the annual reports we provide to the North Carolina Hospital Association and to various federal and state government agencies.

This document is the first time we have summarized our community benefit in one place, and we are focusing on four key areas:

- » Access to care
- » Volunteerism and community organization support
- » Research
- » Education

Where possible, we include data from across the UNC Health Care System, including UNC Hospitals, UNC Physicians & Associates, Rex Healthcare and Chatham Hospital. In subsequent years, we hope to expand this report to include more detailed information about our community benefit and our community outreach efforts.

Community Benefit Overview

Item	Amount
Charity care ¹	\$135,574,585
Medicare (non-reimbursed) ¹	\$75,844,812
Medicaid (non-reimbursed) ¹	\$54,641,059
Other government programs (non-reimbursed) ²	\$3,091,241
Health professions education ²	\$31,129,558
Subsidized health services ²	\$19,126,535
Cash and in-kind contributions to community groups ²	\$336,480
2009 State Employee Combined Campaign contributions ¹	\$260,850

SOURCES: ¹FY2009 Internal UNC Health Care System documents
²FY2008 North Carolina Hospital Association ANDI Report

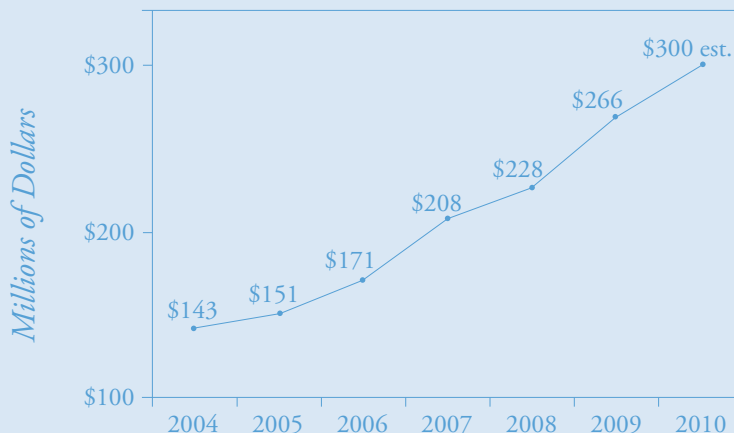
Access to Care

UNC Health Care is committed to providing access to patients from all 100 North Carolina counties. In this tough economy, we are providing more uncompensated care than ever.

- » In FY2008, one in 10 of our patients had no insurance, and that number increased to one in eight of our patients in FY2009.

- » Each 1 percent increase in the unemployment rate equates with a \$14.4 million drop in our cash collections and a two-thirds of 1 percent increase in the number of uninsured.
- » In some of our clinics, 40 percent of the patients we see are uninsured. Our uncompensated care costs for 2009 were \$266 million and are projected to rise to \$300 million for the upcoming year.

Growth in Uncompensated Care



In addition to caring for the uninsured, many patients visit our clinics and some are unable to come to our facilities for care.

- » We had 64,480 visits to our off-campus clinics and 255,631 visits to our on-campus clinics in 2009.
- » Our home health program provided almost 25,000 visits to patients in Alamance, Chatham, Durham, Orange and Wake counties.
- » UNC Hospice also served 318 patients in Alamance, Chatham, Durham, Harnett, Lee and Orange counties.

Volunteerism and Community Organization Support



In 2009, UNC Health Care formalized its community outreach efforts. "Commitment to Communities" serves as an overarching strategy for all community relations initiatives. As part of the program, Ambassador Clubs are created for employees to volunteer for community

organizations based on their area of residence. The first Ambassador Club was established in Orange County, and additional clubs will be formed in 2010.

Ambassadors are also eligible to participate in the UNC Health Care employee ambassador recognition program. The program will sponsor each nonprofit organization or event that an employee donates 50 or more hours of time to a year, up to \$250 per year. The first payout will be in summer 2010.

UNC Health Care staff also sponsors and volunteers at community events:

- » More than 500 UNC Health Care and Rex Healthcare employees participated in the Komen Race for the Cure in 2009.
- » Our free mallwalker program at the Streets at Southpoint in Durham has 1,000 members who have logged about 40,000 miles in 2009, making it one of the largest programs in the country.
- » UNC Health Care also will sponsor the construction of a Habitat for Humanity house, which will be owned by a UNC Health Care employee. The house will be a part of Phoenix Place, a subdivision of 50 green-certified homes in Chapel Hill.

At these events and others, we often provide free health screenings and other services.

- » In 2009, we provided more than 3,800 screenings, free health consultations and other health services to the community, valued at approximately \$626,000.
- » We also hosted more than 140 health education lectures on a variety of topics, including heartburn, prostate cancer, breast cancer, and fire and burn prevention.
- » Our UNC Kidney Center Mobile Outreach Vehicle logged 5,200 miles across North Carolina providing free kidney screenings.

UNC Health Care also receives the benefit of volunteers who take their time to support our hospitals.

- » In 2009, our 1,798 volunteers provided more than 90,000 hours of service. Many of these volunteers are high school and college students.
- » In 2007-08, our UNC Hospital Volunteer Association donated more than \$222,000 to UNC Health Care and the community, including gifts supporting the Hospital School, the hospital Door-to-Door Arts program, parent support groups and the Health Careers Symposium.

To provide feedback and advice about the areas where UNC Health Care's employees and expertise may be needed most, UNC Health Care established a Community Relations Advisory Board, made up of employees and community members, in 2009.

The Community Relations Advisory Board members are:

- » Flicka Bateman, principal, UNC Hospital School
- » Linda Bynum, manager, Cardiac EKG and Cardiac Ultrasound, UNC Health Care; steward board member and official board member, St. Paul AME Church, Chapel Hill
- » Margaret Cannell, executive director, Hillsborough Chamber of Commerce
- » Amelia Carew, volunteer, UNC Hospitals
- » Stephanie Knott, community relations, Chapel Hill-Carrboro City Schools
- » Lillian Lee, board member, UNC Health Care
- » Torin Martinez, retail manager, UNC Hospitals; board member, El Centro Latino; board member, Foundation for a Sustainable Community
- » Dr. Paula Miller, division of Cardiology, UNC Health Care
- » Aaron Nelson, president, Chapel Hill-Carrboro Chamber of Commerce
- » Jerry Passmore, executive director, Orange County Council on Aging
- » Margaret Dardess, associate vice chancellor for strategic alliances, UNC School of Medicine; ex-officio
- » Suzanne Herman, director of external affairs, UNC Health Care; ex-officio
- » Tom Maltais, assistant director of external affairs, UNC Health Care; ex-officio
- » Karen McCall, vice president of Public Affairs & Marketing, UNC Health Care; ex-officio

Research

In addition to our patient care mission, UNC Health Care also focuses heavily on research, resulting in innovative ideas and health benefits to our communities.

- » The University Cancer Research Fund, with a \$50 million investment in cancer research expected in 2010, continues to foster discovery, innovation and delivery of new cancer treatments.
- » In total, the UNC School of Medicine received \$349.6 million in medical research in FY2009, nearly half of all campus research funds.
- » In addition, the School of Medicine submitted 512 requests for federal stimulus funding and was granted 149 awards totaling approximately \$50 million, representing 61 percent of total American Recovery and Reinvestment Act dollars awarded to the university (as of Oct. 21, 2009).
- » The North Carolina Translational and Clinical Science Institute (TraCS) was awarded four supplements from the Clinical and Translational Science Award program totaling \$1.7 million. Over the past 12 months, TraCS has awarded 121 pilot grants to faculty at UNC and our research partners across the state to support clinical and translational research.

Education

Educating physicians is another important priority to UNC Health Care, which benefits our communities.

- » UNC Hospitals employs 780 resident physicians who provide patient care under faculty supervision, including those who work at Area Health Education Centers across North Carolina.
- » The UNC School of Medicine employs more than 1,000 primary and specialty care physicians who provide care to patients, as well as teach medical students and resident physicians on and off campus, every day.
- » Every year, 160 students join the school, and we continue to plan for expansion of our medical school to Asheville and Charlotte. Proposed expansion would increase each first-year class size to 230 students and allow third- and fourth-year students to choose to spend their time at Carolinas Medical Center in Charlotte or Mission Hospitals in Asheville.
- » To help people afford the costs of pursuing medical and other health-related degrees, in school year 2008-09 we provided more than \$3.6 million in scholarships and financial support for our students.

We know that educating physicians alone is not enough. We are committed to educating health care workers of all types through the UNC School of Medicine and our affiliated departments and other schools throughout the university. We also reach out to young students to get them interested in health careers.

- » We provided health education and hospital tours for more than 1,200 second-graders from Orange County and Chapel Hill-Carrboro schools.
- » More than 450 middle and high school students attended career fairs supported by UNC Hospitals.



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