

# COMMUNITY BENEFIT

S N A P S H O T

Second Quarter 2008

Dear Friend of Aultman:

Welcome to the second quarter 2008 issue of the Community Benefit Snapshot. Please take some time to learn about our new technology, recent awards and community outreach programs such as "Safety First."

Safety First began as a small bike safety program for the six elementary schools in the Aultman neighborhood. This year, the program blossomed into a countywide endeavor with hundreds of Aultman employees teaching thousands of first-grade students about bicycle safety.

On behalf of everyone at Aultman, I encourage you to have a fun, safe and active summer.

Sincerely,



Edward J. Roth III  
President and CEO

## New Services and Technology



### Aultman Blood Center Bus

The Aultman Blood Center's new bus is now in use. The bus is equipped with four donation chairs and two screening rooms. It is 8 feet longer and offers 9 inches of additional headroom than the previous bloodmobile.

### New CTs

New 16-slice CTs are available at Aultman North and Aultman West. The advanced technology provides improved image quality and faster scan times. Same-day and next-day appointments are available at Aultman North and West, along with convenient parking.



## Community Outreach

# Safety First Program



For the fourth consecutive spring, Aultman Health Foundation prepared area first graders for a safe summer and lifetime of bicycle riding. This year, the “Safety First” bike safety program reached all Stark County first graders.

About 500 Aultman volunteers taught 246 bike safety classes at all public and private elementary schools in Stark County. The volunteers personally fit 5,200 boys and girls with new bicycle helmets.

“Our goal is to prevent injuries and encourage children to always wear a helmet no matter how long or short the ride,” said Vicki Haines, vice president of community relations. “Everyone

loves this program – from students and parents to teachers and Aultman employees who volunteer – so much that we keep expanding it. It started with just our six neighborhood schools a few years ago.”

A 2006 study by Safe Kids Stark County and the Stark County Health Department found that 435 children were treated for wheeled-sports related injuries – such as playing on a skateboard, bike, scooter or rollerblades – in Stark County hospitals. More than 60 percent of injured children were boys, and 72 percent were bike-related injuries.

“Proper fit and a desire to wear a helmet are the keys to reducing unnecessary head and brain injuries,” said David Dougherty, Aultman’s director of security. “Knowing that about 5,000 of their peers all have a helmet makes it cool to wear one.”

# 2008 Baby Fair

Aultman sponsored the 2008 Baby Fair, held April 19 at The Fairways in North Canton. Aultman employees from the Birth Center, Newborn Intensive Care Unit, Maternal-Fetal Medicine, Pediatrics, Lactation, Prenatal Education, Child Life Services and the “Yes, You Can” program were on hand to educate attendees about Aultman services.

The event featured information on health and wellness, massage and chiropractic therapy, financial services, child care, breast-feeding, beauty, nutrition and more. Two fashion shows were held with guest host Sharon Hargrove, wife of former Cleveland Indians manager Mike Hargrove. Approximately 250 parents-to-be and family members attended the free event.



## Community Cleanup Day



On April 19, approximately 50 Aultman employees and family members volunteered for the second annual Neighborhood Cleanup Day to help keep the hospital’s surrounding neighborhood looking good. Students, staff and families from St. Joseph’s School also joined the effort by cleaning up the north side of Tuscarawas Street.



## Hammer & Nails

Aultman employees participated in the annual Hammer & Nails “Hands and Hearts Working Together” event on May 3. More than two dozen Aultman volunteers contributed to home improvement projects for a disabled homeowner on Middlebranch Street N.E. The Aultman team replaced the porch floor and painted the home’s exterior.



## Industry Awards

### MICU Receives Beacon Award

The Aultman Medical Intensive Care Unit earned the Beacon Award from the American Association of Critical-Care Nurses for the spring of 2008. Beacon Award units such as the Aultman MICU have met rigid criteria for excellence, exhibiting high-quality standards and exceptional care of patients and patients' families.

### Aultman Earns Hospital of Choice Award

The American Alliance of Healthcare Providers has named Aultman a 2008-2009 Hospital of Choice Award winner. The award recognizes America's most customer-friendly hospitals that go beyond competent medical care to provide timely patient communication; courteous and ethical staff members; educational materials for patients and families; and community outreach programs.



### Nursing Program Earns Initial Accreditation

The Associate of Science in Nursing program at Aultman College of Nursing and Health Sciences has earned initial accreditation from the National League for Nursing Accrediting Commission, recognized by the U.S. Department of Education as an accrediting body for all types of nursing education programs.