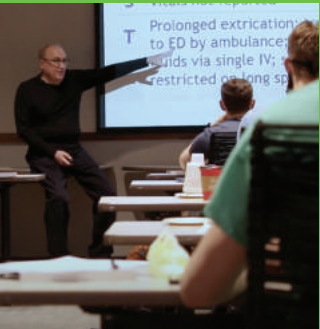


Columbus Medical Association and Affiliates

IMPACT REPORT 2020-2021



TOGETHER COUNTS MORE THAN EVER

A MESSAGE FROM OUR CEO:

Together counts more than ever.

For more than 150 years, the focus of the Columbus Medical Association (CMA) has been supporting physicians for the greater good of our community.



Today our call has never been more clear: Central Ohio is counting on our doctors to keep fighting for all of us.

Making an impact together counts more than ever for our community.

Quickly changing circumstances and unexpected needs all made healthcare difficult in 2020 and 2021. Nevertheless, physicians and other experts who are active with the CMA and our affiliates came together in new ways and collectively changed lives for the better.

Making an impact together counts more than ever for physicians.

Central Ohio doctors can't stop now; so neither will we. The CMA and our affiliates found that more physicians wanted to be part of a strong medical community to actively design, lead, and deliver impactful programs and to cultivate deeper beneficial connections with each other.

In this report, you will find a handful of the stories that demonstrate exactly why together counts more than ever for our profession, our patients and our community.

Sincerely,



Dr. Robert Falcone



**TO: PHYSICIANS, NURSES, FIRST RESPONDERS, TECHS,
SUPPORT STAFF, AND EVERY MEMBER OF OUR CENTRAL
OHIO MEDICAL COMMUNITY**

You're going far beyond the normal call.

Into uncharted territory. Making incredible sacrifices.
In hospitals, nursing homes, medical offices,
and the community.

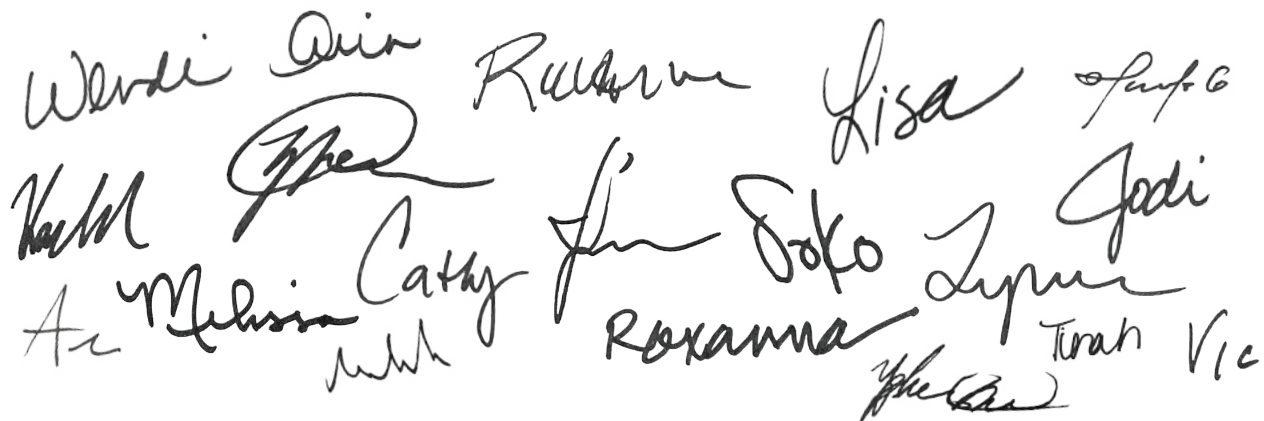
Your altruism. Your tenacity. Your spirit.
Fighting tirelessly to ensure medical care in the face
of the biggest health challenge of our lifetime.

You are our warriors. Each of you is an inspiration for all of us.

On behalf of the entire community,

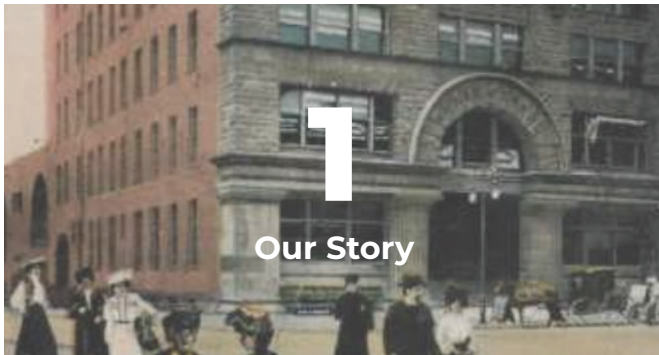
**we
thank
you.**

- Your team at the Columbus Medical Association and Affiliates.



Wendi Ann Ralston Lisa Lopez
Karl Green
Ar Melissa Cathy Jim Joko Lynne Jodi
Michelle Roxanna Torah Vic
Theresa

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OUR STORY

OUR COMMITMENT

The Columbus Medical Association has served the local community for over 150 years supporting physicians and their ideas, passions and goals.

The Columbus Medical Association is a place where many of those healthy ideas start and are funded to develop into services or programs needed by the Central Ohio community.

The most impactful of those physician-led ideas have become thriving organizations that we are proud to be affiliated with: Physicians CareConnection, Central Ohio Trauma System, Physicians Leadership Academy, and Healthcare Collaborative of Greater Columbus.

We branch off to serve those who need us – from the most vulnerable in our community to the front-line emergency workers and to our physician members themselves. Yet, our association and each of our affiliates **come together** to stay committed to our mission to uplift physician voices and advance community through professional advocacy, education, diversity and services.

OUR FUTURE

The future of health and medicine in Central Ohio calls us forward.

Every day we work with our teams, affiliates and physician members to find new ways to improve the health of physicians and Central Ohio by building strong communities, supporting innovative ideas, addressing disparities and advocating for all.

**The most
impactful of
those
physician-led
ideas have
become
thriving
organizations**



Physicians CareConnection

**Home is where
the health is.**

GENEROUS PHYSICIANS + EXPERIENCED CARE COORDINATORS

servicing together to benefit Central Ohio's most vulnerable patients

By late March 2020, staying at home was a matter of health safety for all of Central Ohio. But with shutdown realities, thousands of individuals and families quickly faced eviction, and in turn, increased risk for COVID-19.

Mobilizing their network of volunteers and employees, the Physicians CareConnection (PCC) jumped into action to join other community groups to help 7,600 Central Ohio renters collaborate with their landlords and take full advantage of Columbus' renters assistance program.

Working directly with their patients, PCC ensured those at-risk had access to the available resources. From this effort, the Physicians CareConnection helped families in vulnerable positions stay together in their homes and reduce the COVID-19 spread throughout the community.

Renters assistance is only one way physicians and care coordinators are putting vulnerable members of our community first. They are working together to optimize the health of any person who faces limited access to medical care and provide resources to support unmet needs contributing to healthcare barriers such as: housing and utilities; food and nutrition; education; transportation and social services.

PCC IMPACT

Volunteers providing more care despite ongoing pandemic.

The backbone of PCC's Physicians Free Clinic is its hardworking volunteer physicians, dentists, nurses, medical students, local community members, and many other invaluable healthcare experts. In March 2020, when the COVID-19 pandemic was just beginning and so many were shutting down, PCC closed its clinic doors for only one week in order to gather supplies and prepare. Then, they re-opened with a mission to protect and guide Columbus' vulnerable population through these uncertain times. Since then, the Physicians Free Clinic has remained open thanks to the continued commitment from volunteers and the quick thinking of internal leadership.

High-impact value beyond access to care.

The PCC care coordination model delivers better results at a fraction of the cost. In fact, using PCC's services instead of a visit to a Central Ohio emergency room yields 5 times less cost and increased access and advocacy for necessary health and social needs. This high-value return has caught the eye of executives and health leaders who want to learn and leverage PCC's unique model to deliver similar successful outcomes for their constituents.



 Central Ohio Trauma System

**When the
worst happens,
the best are ready.**

FRONT LINE TEAMS + HEALTH CRISIS EXPERTS

collaborating together for a safer Ohio

In April 2020, statistical models were calling for the worst to happen: a COVID-19 surge that would leave all Central Ohio hospitals overrun, without room for sick patients. The need was clear: a field hospital that could be stood up with only 24-hours notice.

The task was huge – not one for a single individual, organization or agency. In addition, the resources required were diverse and wide-spread. Yet, the professionals at COTS were ready to lead through the complexity and tackle the tough task.

As a collaborative ally, COTS experts coordinated the efforts to include Columbus-based health systems, the Ohio National Guard, city and county health departments, plus government health agencies. Together, they did the unimaginable: they transformed the Greater Columbus Convention Center from 1.8 million square feet of meeting space into a fully operational 1,000-bed field hospital ready to serve COTS' 36-county region in less than two weeks.

The true victory was that the field hospital was never used. But, COTS' impact did not go unnoticed. Fifteen new hospital and emergency department members and 23 first responder agencies have joined COTS. And others throughout Ohio have reached out when they need a powerful ally with the right connections in trauma, emergency and disaster preparedness. As always, the COTS healthcare coalition for trauma, emergency services, and emergency preparedness and response stand ready to support the teams who keep Ohio safe.

COTS IMPACT

The only education franchise that didn't let 2020 stop them.

COVID-19 shutdown much of the economy but it couldn't keep the COTS education team down. Following CDC, ODH and local public health guidelines, educators at COTS carried on critical training to ensure healthcare providers from all over Ohio and the US had up-to-date certification and the training they needed to save lives.

Exponential growth beyond industry basics.

Born from a need to increase victim survival after a trauma event, the foundation of COTS started as a local resource serving the community with trauma prevention and education. But COTS didn't stop where most trauma networks do. More than 25 years later, COTS has doubled its regional coverage and its services and programming; now serving almost half of Ohio with their regional trauma organization, emergency services collaborative, emergency preparedness and response coalition and award-winning educational programming.



 Physicians Leadership Academy

**Physician leaders
prepared to thrive,
not just survive.**

TRANSFORMING PHYSICIANS + PIONEERING MEDICAL FACULTY

creating community together for leadership growth

In 2015, Dr. Jason Melillo graduated from the Physicians Leadership Academy (PLA) with the leadership tools he needed to lead change and the support of a small community of like-minded physicians.

Fast forward to 2020: the COVID-19 crisis hit and like his colleagues, Dr. Melillo was facing the unexpected realities as a physician in the midst of a global pandemic. But he quickly realized it was he and his fellow PLA alumni who were mobilizing and leading. They each found they had the necessary skills to lead in a crisis: the ability to manage in a complex environment, the confidence to influence change and a set of healthy strategies to help them continue to push through, bounce back and navigate changing obstacles. This is what the PLA courses and coaching had trained them for.

Today, Dr. Melillo is one of the more than 140 PLA physicians who decided they were ready to transform the way they think, relate and interact. With support from their globally recognized faculty and a community of peers, they are leading the way and encouraging colleagues to join them by digging deep and emerging with their own path for greater professional satisfaction and leadership contribution.

PLA IMPACT

More physicians asking for leadership strategies.

With physicians facing COVID-19 realities throughout 2020, expectation was set for a smaller Fall 2021 cohort. But some Central Ohio physicians had no plans for pandemic pressures to put their professional growth on hold. As applications opened, interest in the PLA increased dramatically. The 2019/2020 fellows made it clear in their feedback: the PLA was a welcome respite from the stress and negative emotions they were facing in the world around them. The Fall 2021 cohort filled quickly and had more qualified applicants than any prior year looking for leadership growth.

Physician leadership impact proven beyond doubt.

In 2019 after five graduating classes and countless stories of transformation, the PLA commissioned a data-driven evaluation to understand the impact of the programming on the alumni, their healthcare systems and their communities. Results found fellows engaged strongly and consistently in curriculum and coaching throughout. Even more results showed that graduates made statistically significant gains in mindfulness, personal growth, and professional growth. These incredible results were repeated in 2020.



 Healthcare Collaborative of Greater Columbus

**The pathway
forward and
through.**

COMMUNITY HEALTH WORKERS + CARE COORDINATION AGENCIES

coordinating care together to increase equity, access, & quality for all

Disparities and inequity due to the public health crisis of racism were magnified by the COVID-19 pandemic and Central Ohio's most marginalized populations were facing increased vulnerability and risks. The Healthcare Collaborative of Greater Columbus (HCGC) was positioned to take charge of addressing these challenges through their care coordination program, the Central Ohio Pathways HUB (the HUB.) HCGC assumed management of the HUB just one year before the onset of the pandemic, but has grown it to a sustainable, responsive tool to accompany HUB clients immediately and appropriately.

Community Health Workers (CHWs) were in place at care coordination agencies (CCAs) throughout the region. CHWs are experts at connecting their clients to quality care and services to address the risks each unique situation presents. In addressing the social and medical drivers of health, CHWs place their clients on "pathways," or connections to direct medical access, language translation services, transportation, unemployment, utility assistance, health insurance coverage, housing, and rental assistance. The beauty of the model that the HUB deploys is that it is plug and play, ready to implement when and where individuals indicate the need. The HUB was connecting thousands of clients to life changing care and services before the pandemic and CHWs have only amplified their efforts throughout.

Tierah Shields, a CHW at Physicians CareConnection, a HUB CCA, shared how important it is to be a trusted messenger for the community she serves. "Just sharing my experience and letting them know that I understand seems to help" said Shields. CHWs like her are advocates for the communities they serve, which creates trusted and successful relationships with our most at-risk Central Ohio neighbors. Even with compounded need, HCGC has remained a steady presence in the Central Ohio region, always forward, even through a pandemic.

HCGC IMPACT

Trusted COVID-19 community education and beyond.

Throughout the pandemic, Community Health Workers (CHWs) have empowered clients with knowledge and tools to help them stay safe. More than 1,300 clients have received evidence-based information and resources to understand complex COVID-19 variants, health orders, personal safety, and access to needed vaccines. While providing this community education, CHWs have provided new options to connect through video and phone as well as, being a familiar face at community vaccination sites.

More value to both patients and care coordination agencies.

Guided by Community Health Workers (CHWs), HUB clients have completed more than 16,000 pathways designed to better their health and overall quality of life. The client's pathway leads to more benefit for the community because each completed pathway earns reimbursement for the care coordination agency to better serve others. In 2021 alone, the HUB has already given more than \$775,000 in reimbursement.



 Columbus Medical Association

**Building a
better future
for medicine.**

PHYSICIAN-LED INITIATIVES + ESTABLISHED ORGANIZATIONAL SUPPORT

coming together to champion diversity in medicine

In 2020, the Association of American Medical Colleges (AAMC), reported that Black men only make up 3% and Black women only make up about 4% of physicians. Large disparities like this in our physician population mean markedly reduced outcomes for patients due to bias, conscious or not.

That's exactly why the CMA teamed up with Dr. Laura Epsy-Bell to develop the pilot program, *Made for Medicine*, designed to support local Black or African American youth pursue a career in medicine.

"The Made for Medicine program was created from a vision I had many years ago, to expose Black children to various careers in medicine and encourage them to pursue careers in this field," said *Made for Medicine* Founder and Lead Faculty Dr. Epsy-Bell. "My hope is that they see themselves in the African American physicians who are teaching them and that they truly believe that becoming a doctor is possible as a result of participating in this program."

This fall 2021, Dr. Epsy-Bell's vision has come to life as the first cohort of 15 middle school students entered the Made for Medicine program. This initiative will follow participants from grades 6 – 12 during which students are provided with critical foundational knowledge, hands-on learning, job shadowing, internships, and much more.

CMA IMPACT

Training more physicians to be powerful advocates.

One of the CMA's long-standing missions has been to advocate for physician and patient interests and empower those who want to interact with local government. In 2020, advocacy training videos were developed with help from Ohio House Representative Dr. Beth Liston and the CMA Public Policy Committee. These videos prepare physicians on the basics of engaging with local government from meeting with legislators to testifying for or against issues.

Strong community connections beyond social distancing.

The mental and physical strain of providing health care throughout the pandemic intensified the physician community's sense of isolation and limited support and left them searching for more. The CMA membership understood this need and developed two new community groups in 2020: *Women in Medicine* and *Culinary Medicine*. Both groups have grown exponentially in the past year and provided a space for purpose, belonging, and the opportunity to be part of something bigger.



 Columbus Medical Association Foundation

**Together counts
for all of us.**

Imagine life for any of us without the impactful programs of the CMA and Affiliates.

Just imagine...

- Our community without COVID-19 coordination?
- Vulnerable patients without access to health care and social services?
- Black students without medical mentorship?
- Physicians without leadership development?
- Or communities without meaningful connection?

Without programs from the physicians and staff of the CMA and affiliates, all of us suffer.

Luckily, Central Ohio physicians together with the CMA and affiliates won't let that happen.

The CMA embraces healthy ideas created by physicians for physicians to improve the health of Central Ohio. In fact, the Columbus Medical Association Foundation (CMAF) was created for philanthropic support to solve wellness and health issues impacting the public. It's an investment in our Central Ohio medical community and all the patients they serve.

Support the CMA and Affiliates

Scan the QR code of your choice below to be directed to the respective organization's page.



Columbus Medical Association
columbusmedicalassociation.org



Physicians CareConnection
pcchealth.org



Central Ohio Trauma System
centralohiotraumasystem.org



Physicians Leadership Academy
physiciansleadershipacademy.org



Healthcare Collaborative
of Greater Columbus | hcgc.org



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Leadership.

Thank you to each of these physicians and other experts who serve on the boards that *come together* to lead and direct the impactful work of all our organizations.

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Support.

Thank you to each of these funders and donors who *together* provide the financial support necessary to continue our important work.

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Columbus Medical Association Foundation

**Coming
together
for the
greater
good.**

Columbus Medical Association | Columbus Medical Association Foundation | Physicians CareConnection
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