

[APPLICATION COVER PAGE]

Palmetto Health

Mail your complete application to:
 2014 Foster G.
 McGaw Prize
 American Hospital
 Association
 155 North Wacker
 Drive, Suite 400
 Chicago, IL 60606

E-Mail the electronic version to: fostermcgaw@aha.org

Applications must be received in the Prize office by close of business on
 April 4, 2014

Questions?
 Please contact
 AHA Member
 Relations at
 312/422-3932, or
 visit the web site
 at www.aha.org/
 foster.

- Checklist**
Be sure to include:
- ✓ 1 copy of complete application
 - ✓ 1 copy of audited financial statement
 - ✓ 1 copy of most recent annual report and/or community benefit report
 - ✓ 1 copy of current board of directors/trustees list
 - ✓ Electronic version of the application

Name of Health Delivery Organization		
PO Box 2266		
Mailing Address		
Columbia, SC	SC	29202-2266
City, State, Zip Code		
Mr. Vince Ford		Chief Community Health Services Officer
Name of Contact (Mr. Ms. Mrs.)		
803-296-2158	803-296-3363	Title Vince.Ford@PalmettoHealth.org
Phone	Fax	E-mail

My health delivery organization is a (check one):

Hospital Health System Integrated Network Community Partnership Other

Primary type of community:

Urban Rural Suburban Mix

References

Please list three (3) individuals who can be contacted to provide reference information about: (a) the commitment of the health delivery organization to community service and (b) the impact of the applicant's community service initiatives.

Forest Alton	CEO	SC Campaign to Prevent Teen ^{Pregnancy}
Name of Reference	Title	Organization
1331 Elmwood Avenue Columbia, SC	803-771-7700	Partner
City, State, Phone		Relationship to Health Care Organization
Mac Bennett	CEO	United Way of the Midlands
Name of Reference	Title	Organization
Columbia, SC	803-733-5400	Partner
City, State, Phone		Relationship to Health Care Organization
Sandra Glover, Ph.D.	803-251-6303 Director	University of SC-Institute for Part
Name of Reference	Title	Organization
Columbia SC	Director	Partner
City, State, Phone		Relationship to Health Care Organization

Signatures

In submitting this application, we give the American Hospital Association permission to use and disseminate the information contained herein except the audited financial statements.

	Charles D. Beaman, Jr.
Chief Executive Officer	Type or Print Name
	James E. "Rick" Wheeler
Board of Trustees Chair	Type or Print Name
	James Raymond, M.D.
Chief Medical Officer	Type or Print Name
	H. Vince Ford
Application Contact Person	Type or Print Name

SECTION II: EXECUTIVE SUMMARY

Palmetto Health's vision, "**to be remembered by each patient as providing the care and compassion we want for our families and ourselves,**" is the guiding force that shapes our organization. Palmetto Health's mission is to improve the physical, emotional and spiritual health of all individuals and communities we serve; to provide care with excellence and compassion; and to work with others who share our fundamental commitment to improving the human condition. As a safety net for the middle region of the state, our health system offers access to a wide variety of more than 600,000 health and education services. In the 2013 fiscal year, more than \$228 million was provided as a community health benefit (charity care and community benefits and services). We are continuing our work to create and implement initiatives aimed at reducing health disparities.

In 1998 when Palmetto Health was created, we made a long-term commitment to title 10 percent of our bottom line to directly fund programs and services for indigent, uninsured and underserved populations in our service area. **After 16 years, we have funded \$42 million in programs focused on the uninsured and underserved.** We continue to provide these services despite difficult economic conditions and uncertainty due to health care reform. With five hospital facilities, more than 9,000 team members, 1,000 physicians, an employed physician network of more than 180 providers, including two urgent care centers, and 514 Palmetto Health Quality Collaborative physicians, Palmetto Health provides care for 70 percent of the residents of Richland County and more than 55 percent of the health care for our primary service area.

In this 2014 Foster G. McGaw award application, it is our hope that you experience the depth of services and care offered through our health system, and our commitment to improving the health of the people we serve. Our highlighted initiatives include:

- a. ***Standing In The Gap:*** We have a strategic approach to providing little to no cost health care services to the uninsured, underinsured and low-income population. This includes primary health care, specialty clinics, dental care and comprehensive vision services.
- b. ***Changing Lifestyles:*** From preventing the onset of type 2 diabetes to tobacco cessation, our services provide ways for people to change lifestyles and create ways to live healthier, more fulfilling lives.
- c. ***Better Together:*** Palmetto Health recognizes the value of community partnerships to effectively care for our patients. By working with our partners, we can improve the lives of our neighbors through collaborative efforts.
- d. ***Healthy Choices:*** Children and young adults making healthy choices can affect the overall health of a community. Unplanned teenage pregnancy creates a series of events that can alter young lives. Through teen health and Healthy Start programs, we address sexual health conversations and provide support for young families.
- e. ***Going Beyond Physical Health:*** The mental and emotional well-being of our community is just as important as our community's physical health. Mental health recovery and pastoral counseling programs provide core health services. We cannot attempt to improve the overall health of our community without also addressing mental and emotional health.

SECTION III: Overview of Palmetto Health

“The health and wellness of the community is a major part of Palmetto Health’s mission and vision. It is critical that we are concerned with creating a healthier community.” – Vince Ford, Chief Community Health Services Officer

In 1998, two of the area’s major hospital systems, Richland Memorial Hospital and Baptist Healthcare System, merged to create Palmetto Health. It was then that a commitment was made to give back 10 percent of the net profits to support the health care needs of our community despite decreased funding. **Palmetto Health also is the region’s only hospital that provides free health care to residents living under 200 percent of the federal poverty guidelines. In 2013, we provided \$173 million in charity care** (consists of services for which Palmetto Health neither received nor expected to receive payment, because it was determined the patient was financially unable to pay a bill).

Palmetto Health is the region's largest, most comprehensive, locally owned, not-for-profit health care resource. It leads the region in the number and volume of inpatient and outpatient services provided due to the depth and breadth of available services including general, acute and critical care; the number and diversity of specialty physicians providing the full array of treatment from primary to emergency care and beyond; care that is delivered with compassion and team members who achieve high levels of patient satisfaction; and because of its emphasis on leadership development, patient safety and quality outcomes. Our system includes five Joint Commission accredited acute-care hospitals with **1,138 patient beds** – Palmetto Health Baptist, Palmetto Health Baptist Parkridge (opened March 2014), Palmetto Health Children’s Hospital, Palmetto Health Heart Hospital and Palmetto Health Richland – as well as an expansive physician practice network, dozens of affiliated clinics and specialty care practices, and a 501(c)(3) foundation. Areas of specialty at Palmetto Health include: bariatric surgery, behavioral care, breast care, cancer care, geriatrics, heart and vascular, musculoskeletal, neurology, obstetrics (including high-risk pregnancy, neonatal intensive care units), orthopaedics, surgery, Level I trauma care and women's care.

As of 2013, Palmetto Health’s market share of the primary service area (Lexington and Richland counties) is 55 percent of all inpatient discharges, 59 percent of all birth deliveries and 43 percent of all emergency room visits.

SECTION IV: Description of Community Served

Located in the capital city of South Carolina and centrally located in Richland County, Palmetto Health also serves neighboring Lexington and Fairfield counties. These counties make up some of the most populous counties in the state.

County	2010 Census	2012 Estimate
Richland	384,504	393,830
Lexington	262,391	270,406
Fairfield	23,956	23,363
Palmetto Health Total Service Area	670,851	687,599
Total for South Carolina	4,625,364	4,723,417

Source: US Census Bureau, March 2014

Palmetto Health treats nearly a half million patients each year. We welcome more than **5,700 babies** into the world, treat more than **80,000 pediatric patients** and **3,000 cancer patients**, accommodate more than **140,000 emergency department visits**, perform more than **40,000 mammograms**, and make more than **36,000 home care visits**.

Our communities are comprised of diverse socio-economic, racial and ethnic backgrounds. Richland County has a large minority population and an increasing number of Hispanic/Latino residents. There also are high numbers of Medicaid enrollees and adults living below the federal poverty line.

County	African-Americans (%)	Hispanic/Latino (%)	Per Capita Income	Unemployment Rate	Medicaid Participation (%)	Below FPL (%)
Richland	46.8	5.0	\$ 26,149	7.8	20.7	16.4
Lexington	14.9	5.7	\$ 26,774	6.3	18.7	12.4
Fairfield	58.6	1.9	\$ 20,162	10.2	30.3	23.2
<i>South Carolina</i>	<i>28</i>	<i>5.3</i>	<i>\$ 23,906</i>	<i>8.6</i>	<i>21.1</i>	<i>17.6</i>

Source: US Census Bureau; SC Department of Health and Human Services, March 2014

According to the SC Department of Health and Human Services' latest report, in 2011, there were a total of **764,183 uninsured adults** in our state. Many of those who are uninsured have a greater risk of chronic diseases including hypertension, heart disease, cancer, diabetes, asthma and low birth-weight babies and asthma. To address these health disparities in our community, Palmetto Health collaborates with a diverse group of more than 24 community partners and provides millions in health care services annually.

Palmetto Health is one of the largest private sector employers in the state. Other private employers include BlueCross BlueShield of South Carolina, SCANA Corporation, Lexington Medical Center and Providence Hospitals. Major public employers include South Carolina State Government, the University of South Carolina, Benedict College and Fort Jackson.

SECTION V: Palmetto Health's Story – Together, We Can

Overview – With an economy on the mend and an assumption that everyone's doing "just fine," the people living and working in this southern hotspot may not be doing so well. With a high unemployment rate, education gaps and health disparities, our community is not "just fine."

Despite the opportunity to purchase insurance through a national health care marketplace, some South Carolina residents still may not be able to pay for adequate health coverage. Our state is one of a few that did not expand Medicaid. Some residents may have conditions such as diabetes, that are easily diagnosed and treated, but may have other issues like depression that may go undiagnosed. Add possible unemployment to the mix or a lack of education, and their lives could be severely altered by their health care challenges. Palmetto Health works with outside groups and health organizations to create a healthy community.

As an example, since August 2011, Palmetto Health has partnered with other community organizations and local hospitals on *SC Mission*, an event that provides free health care, including vision and dental services, for anyone who needs it. People come to SC Mission any way possible, including walking, riding the bus and even hitchhiking. Hundreds wait in line for hours in the middle of the night and during extreme weather conditions for a chance to have their medical needs met. During *SC Mission 2013*, more than **230 providers** from local hospitals and organizations volunteered to care for more than **600 patients**, providing an estimated **1,300** medical and eye care services. This type of service can only be described as a true partnership of the health care community. Together we can change lives.

Leadership – Palmetto Health is fully invested in making these programs work and sustaining their success. All leadership levels take part in program guidance, implementation and evaluation. From renovating houses to mentoring students, leaders are well integrated in the communities served. Palmetto Health's leadership includes a chief community health officer dedicated to managing subsidized, community-based health care programs. The Palmetto Health Board of Directors Community Health Committee, which consists of local stakeholders, health care professionals and others with a vested community interest, governs these programs.

Palmetto Health has six measurable pillars of performance that guide us strategically: people, service, quality, finance, growth and community. Each one serves as a commitment to providing quality care, inside and outside of the system.

Commitment – From the Healthy People 2020 objectives, our initiatives are clear: provide access to quality health services, create and maintain educational programs and design and implement community based services. Palmetto Health provides funding for health initiatives each year, despite a lagging economy. This annual commitment reflects our mission. We are working to bring people and organizations together to not create a healthier community. **With 84,281 people served in FY2013 by programs within the Office of Community Health, and more than 405,000 services provided to uninsured, underinsured and low-income people in the community, our commitment to improving human health is strong.**

Partnerships – Partnerships serve as the cornerstone for Palmetto Health's community commitment. Without the collaboration and engagement from other organizations, including our competitors, Palmetto Health likely wouldn't have the same impact. From providing screening

events with faith-based and civic organizations to exercise classes with local recreation facilities, together we are making a difference our community.

As an example, our dental health initiative goes beyond the health systems' walls and provides needed care for hundreds of area residents. This comes in the form of emergency dental care, family preventive care, HIV/AIDS oral health support and care for pregnant women at risk for periodontitis. Non-traditional partnerships with local hospital competitors in the community allow for broader reach and increased funding. Collaboration with long-term partners like the South Carolina Hospital Association, United Way, SC Department of Health and Environmental Control (SC DHEC) and local dentists create opportunities for patients to be seen and treated at no cost. This dental care support model takes patients out of emergency rooms and into facilities where they can be treated quickly. One of our patients recently said, *"Thank you to the people who make this clinic possible. I could not have afforded to see a dentist. I am so grateful that this wonderful clinic is available to those like me who have nowhere else to turn."*

Palmetto Health is listening to the voice of our community and looking for hot spot areas to create custom action plans. It is essential to learn as much about a community's readiness and capacity to change before committing valuable energy and resources. **From July through October 2013, Palmetto Health administered assessments to the 29203 ZIP code neighborhoods and received 1,542 responses.** These residents were from different backgrounds, family types, and age groups. Health problems cited included type 2 diabetes, overweight, obesity, high blood pressure and alcohol use. Healthy diets and regular exercise are seen as important, but only half of those responding indicated they are healthy eaters and even less indicated they are physically active. Palmetto Health is working with community members to develop a creative, collaborative plan with unique elements.

Breadth and Depth of Initiatives – The true breadth and depth of our initiatives is evident through our services:

- Breast exams available for low-income and/or uninsured women
- Mentoring programs for families and teenagers
- Education about healthy lifestyles, activities, relationships and risky behaviors
- Workshops for understanding nutrition and creating healthy and inexpensive dinners
- Childbirth and breastfeeding classes and support systems for mothers and fathers
- Access to specialty care services

Our programs are organized into six departments within the Office of Community Health.

- Cancer health provides screening, support and education to residents of surrounding counties who are underserved and uninsured. Services include prostate cancer screenings, breast screenings, cervical exams, colorectal cancer screenings, case management and lung health programs.
- Diabetes education helps people diagnosed with type 2 diabetes and provides prevention programs for those at risk for the disease.
- Teen health focuses on keeping children and teens ages 10-19 healthy, and on efforts to reduce teen pregnancy.
- Palmetto Healthy Start, one of the national Healthy Start programs, provides education and support to young moms, babies and fathers.

- The Richland Care initiative serves as a safety net for people without insurance and pairs them with health care providers, including specialty services, prescriptions, disease management, dental and vision care. The cultural diversity and inclusion department looks at opportunities for Palmetto Health team members to be culturally sensitive and be aware of the many backgrounds found in our community.

Palmetto Health relies on internal data and research along with national and state agency data to understand the need and overview of the health disparities we are working to improve. According to the Centers for Disease Control and Prevention, prostate cancer is the most common cancer among men, with African-Americans being twice as likely than Caucasian men to die from it. South Carolina has one of the highest rates of prostate cancer in the nation. Recent efforts in our cancer health initiative focus on education about prostate cancer screenings, treatment options and health risks. **In FY2013, more than 1,400 men participated in prostate cancer screening events.** Five men were diagnosed with prostate cancer, referred to treatment, and provided additional care and support by the community health team.

Each year, SC DHEC releases research on diabetes. Their latest Burden of Diabetes Report (2012), indicates that an estimated 6.7 percent of South Carolinians have been diagnosed with pre-diabetes. The prevalence of diabetes increased 125 percent in 10 years in the 18-44 age range, and by 50 percent overall in 10 years. With Palmetto Health's intervention through a diabetes prevention program, adults made significant improvements over the past three years, including 64 percent of those enrolled in our program showing measureable improvements in health indicators.

Community Involvement –Palmetto Health leadership provides a strong example in showing our community that we are a caring and supportive health system. Senior leaders are active participants in school systems, civic and faith organizations and volunteer regularly for charity organizations. During the 2013 Palmetto Health Cares Week, team members volunteered more than 2,100 hours of community service. **Palmetto Health partners with community organizations to fund initiatives such as dental care, parish nurse programs, a University of South Carolina minority student medical scholarship, federally qualified health centers, sexual trauma services, sickle cell centers, mental illness and Hispanic/Latino health research centers.** These efforts have been ongoing for more than 10 years at Palmetto Health. We engage our community about their overall health and provide them opportunities to tell us how to improve our services to them.

Sustainability – To continue to give back, we must understand and hear the voice of our community through open dialogue. **Annual town hall meetings and health assessments provide ongoing input that supports our program development.** Active community participation gives Palmetto Health a unique perspective. This accountability sustains our commitment to providing access to health care. **With our payer mix changing and our state's rejection of the Medicaid expansion, our financial resources are challenging, yet our commitment remains.** We see measurable improvements in the lives of our program participants and we're working toward continued success.

SECTION VI-a: Program Description–Standing in the Gap

Overview: When Palmetto Health pledged to give back 10 percent of its annual bottom line to the community, part of that commitment included free or reduced cost of medical care for people caught ‘in the gap’ of health insurance and Medicaid. The Richland Care program has helped improve access to care and health outcomes for low-income (below 200 percent of the federal poverty level) and uninsured residents of Richland County. Participants choose medical homes and have access to primary and specialty care, and vision, hospital and pharmacy services. Referral to mental health and substance abuse services also are provided.

Through the Midlands Eye Initiative, optometrists volunteer their time in the clinic to provide comprehensive eye exams and prescriptions for eye care issues. Beginning in 1998, oral health services have been provided to children of low-income families, patients with HIV/AIDS and pregnant women at risk for periodontitis. In response to rising emergency department dental visits, the Midlands Dental Initiative was created in 2012 and redirects patients to dental homes. Dentists treat patients within their own practice and patients are treated at no cost to them. Palmetto Health pays dentists at the 2011 Medicaid rate.

In addition, the Palmetto Health Cancer Clinic provides services to Richland and Lexington county residents who qualify, based on income and insurance status, for free breast and cervical exams and prostate cancer screenings. Care and management is provided for patients with elevated PSA levels and the need for further medical support.

Impact: From 2012-2013, dental services were provided for 11,256 patients, and vision care services to 595 patients with 474 pairs of glasses provided. Richland Care services, which include specialty clinics, were provided to 11,812 participants. Since 2001, Richland Care has provided health care services to 23,147 residents. In FY2013, more than 1,400 men were screened for prostate cancer and 1,700 women for breast and cervical exams. Through a partnership with Midlands Gastrointestinal Associates, there were 105 colorectal cancer screenings performed.

Lessons Learned: The latest figures show there are more than 760,000 uninsured adults in South Carolina. Recent health care reform measures may decrease that number, but there still will be thousands left in the health care gap. In order to provide care to people in our primary service area, funding, partnerships and support must continue for our residents.

Future Goals: Health care designed for residents caught in the health care gap will continue to evolve to comply with the federal Affordable Care Act and Palmetto Health financial policies. Our goal is to add more dentists and continue partnerships with medical groups.

Operating expenses for FY2013: \$1,849,259
\$714,136 (Richland Care), \$400,000 (dental), \$70,000 (vision), \$665,123 (cancer)

Funding total: \$1,931,108
\$250,000 (Duke Endowment), \$30,000 (Palmetto Health Foundation), \$1,651,108 (Palmetto Health)

SECTION VI-b: Program Description—Changing Lifestyles

Overview: A healthy community isn't just about health care. It's also about changing behaviors. South Carolina ranks as the seventh highest in the nation in percentage of adults with diabetes. In 2010, total charges for diabetes and diabetes related inpatient and emergency department visits was \$4.2 billion according to the latest Burden of Diabetes report from SC DHEC. These charges have nearly doubled in the past 20 years. In addition, tobacco use is responsible for more than 430,000 deaths each year in the US, according to the Centers for Disease Control. It remains the number one preventable cause of death and disease.

From 1999-2013, Palmetto Health Office of Community Health has provided 32,601 diabetes health screenings. In 2004, the Palmetto Health Diabetes Prevention Program (DPP) was designed to help pre-diabetics delay or prevent the onset of type 2 diabetes through supervised exercise, classes and counseling. Participants are recruited through health screenings when results are abnormal. They are encouraged to be a part of Healthy Palmetto, a program that encourages healthy nutrition and physical activity.

The smoking cessation program is a free, comprehensive six-session program. Motivational consultation and medical counseling are offered along with a one-month supply of anti-tobacco medication. As part of student health programs for the past five years (and through volunteer programs before then), middle and high school students also are encouraged to say no to tobacco through the Trumpeter campaign and contest. Students submit projects that highlight the dangers of smoking tobacco addictions. Trumpeter is provided in community and faith based sessions.

Impact: Adults enrolled in lifestyle change programs made significant health improvements over the past three years, including 64 percent showing measureable improvements in health indicators such as HbA1c, BMI, weight, blood pressure and waist circumference. With 3,340 people screened for diabetes, Palmetto Health diagnosed 988 as pre-diabetic and 72 as diabetic. In FY2013, more than 105 people participated in the smoking cessation program. Of those, 75 indicated they are now non-smokers, and 31 decreased their tobacco use. More than 6,000 students were exposed to Trumpeter and were educated about the dangers of tobacco.

Lessons Learned: We strive to create an avenue for change while meeting our communities where they are. In 2014, we are working to target specific neighborhoods to address health disparities and develop plans of action with other community partners. It's clear from screening events that people are willing to take control of their health. We will be there as they do.

Future Goals: Screenings will continue in target areas that have a higher prevalence for health disparities such as type 2 diabetes. With a successful Trumpeter campaign and smoking cessation program, we will continue to reach more students and adults in the next year.

Operating Expenses for FY2013: \$547,234
\$35,234 (smoking cessation and Trumpeter), \$512,000 (diabetes education)

Funding total: \$554,966
\$7,232 (Palmetto Health Foundation), \$500 (Eat Smart, Move More Lexington),
\$554,966 (Palmetto Health)

SECTION VI-c: Program Description–Better Together

Overview: Palmetto Health hospitals have a long history of serving the community and, as a result, we do more than treat patients. Our community goal is to be an integral part of the area we serve and support. Since 1998, Palmetto Health has participated in community service projects. In 2013, the first organized week of service for all team members was offered. Homes were renovated and team members spent time in schools, nursing homes and homeless shelters. Cards were written for patients and military members. Coordinated efforts continue throughout the year including providing medical scholarships, serving food at shelters, providing coats to children, volunteering at local food banks, and collecting wish items for families during the holidays. In addition, Palmetto Health team members are actively engaged as community speakers.

Impact: Since 2000, Palmetto Health has had committed partnerships with schools and other organizations. **According to the 2013 community benefit report, Palmetto Health provided more than \$13 million in services that included bereavement and grief support, car seat safety checks, breastfeeding classes, asthma education, speaking engagements, cancer support groups, pharmacy, swim clinics, scholarships and school partnerships.** In 2013, coats were provided to **13 students** from Carver-Lyon Elementary School, during the coldest months of the year, and **25 pounds** of clothing went to E.E. Taylor Elementary School. During the holidays, Palmetto Health team members committed to **200 hours** staffing Salvation Army kettles (an ongoing project since 1998), with more than **\$4,200** raised in 2013. In addition, the following community benefit was provided in 2013:

- Lunch Buddies, **1,515 hours**
- Transitions, **60 volunteers/90 hours**
- **861 thank you cards** to military personnel
- **250 get well cards** for patients
- Homeworks, **2 home renovations/55 volunteers/545 hours**

Lessons Learned: During the service week in April, more than 300 Palmetto Health team members and their families volunteered and went beyond the requested hours to meet community needs. Without our commitment to community service projects, some students may not benefit from mentoring programs and some families may wait longer for food, shelter and clothing. From conversations with community advocates, it is clear that our role is vital.

Future Goals: Palmetto Health is committed to supporting our community in a variety of ways. As requests for partnerships increase, we strive to accommodate as many as we can. Our commitment to serve is constant. Plans are under way for a month-long service project to continue our Palmetto Health Cares efforts in 2014. It's not always about the money given to organizations, but our value of corporate citizenship that makes the biggest impact.

Operating Expenses FY2013: \$13,299,745 (latest report provided)

Funding total: \$13,299,745 (Palmetto Health)

SECTION VI-d: Program Description–Healthy Choices

Overview: According to the latest figures by the SC Campaign to Prevent Teen Pregnancy, 15 teenagers give birth every day in South Carolina. SC DHEC indicates that more than half of South Carolina high school students report having sex. Teen pregnancy is a serious public health issue. Teen moms are less likely to receive proper education and prenatal care and more likely to live at or below poverty level. Some young parents and their children may be more exposed to risky behaviors.

Palmetto Health wants to change those behaviors and provide healthier solutions for teens in our state. The Teen Health Initiative was created for this purpose. Our programs include Teen Talk (a weekly youth development program for middle and high school students developed in 2000), ParenTeen (for parents of teenagers, developed in 2005) and the annual Teen Health Summit event (started in 2003) provide alternatives. In addition, Palmetto Healthy Start (PHS) is part of a national Healthy Start program that has provided education and support to young moms since 1998. PHS targets medically indigent expectant moms and infants in four surrounding counties (Richland, Lexington, Fairfield and Sumter counties). Early and adequate prenatal care significantly improves the chances of healthy babies.

Impact: The numbers speak for themselves. **For students enrolled in the Teen Talk program in 2013, there were no reported pregnancies.** The Palmetto Health Teen Talk program is currently in 35 area schools with 2,038 students enrolled in the program in 2013. Workshops were developed for 98 parents. There were 445 parents and teens who attended the 2013 Teen Health Summit. Prenatal care that begins early and is risk-appropriate, continuous and comprehensive, improves maternal and infant outcomes. In 2013, the rate of infant mortality (babies dying before their first birthday) for PHS participants was 1.2 per 1,000 live births, compared to 3.5 per 1,000 live births in 2012. For non-PHS participants, the infant mortality rate was higher, with 8.4 per 1,000 live births in 2013. PHS also provided case management services to 6,985 women in the first trimester of pregnancy, out of 9,764 total births in the targeted area.

Lessons Learned: The measures of success for our programs are improved health outcomes through teen health education, lowering unintentional teen pregnancies, healthy mothers and a lower number of babies dying before their first birthday. The more students and parents that are connected to teen health initiatives equals greater awareness created about teen pregnancy risks. Maternal and child health teams continue to work to strengthen community advocates and clinical services for teen populations.

Future Goals: Through continued outreach, our teams are working to help students and young adults make healthy choices. This includes recruiting students into teen health programs and enrolling pregnant women in education and support classes.

Operating Expenses for FY2013: \$2,141,021

Funding: \$2,286,046

\$1,831,921 (federal grant money), \$454,125 (Palmetto Health)