

Airica Steed, Ed.D, MBA, RN, CSSMBB, FACHE, IAASSC

President and CEO, The MetroHealth System

Clinical Professor, Frances Payne Bolton School of Nursing at Case Western Reserve University

April 2024

Report to the Board of Trustees

Trustees,

Every day, we are focused on advancing The MetroHealth System's strategic priorities and delivering on our promise to lift the health and wealth of the communities we serve. In the following pages, you will read about some of that work, and I am proud to say we continue to perform well across our goal domains.

To ensure we are best positioned to deliver on our mission, we conducted a comprehensive review of our organizational structure. Since our initial announcement in mid-March, we have continued to refine the leadership structure. A detailed organizational chart is included in the attached report, but I wanted to highlight one key adjustment:

Given the strategic and cultural importance of nursing to our enterprise, I have elevated the **Chief Nursing & Patient Care Services Officer** position, which has a direct reporting relationship to me as the CEO and is also aligned under the Hospital President. This individual will be charged with breaking down silos and overseeing all nursing and patient care services operations – both ambulatory and inpatient. This person will work in a leadership triad alongside our **Chief Clinical Officer & Chief Physician Executive** (Christine Alexander, MD; interim) and **Chief Operating Officer & Hospital President** (Olusegun "Dr. Ish" Ishmael, MD).

The Chief Nursing & Patient Care Services Officer is a new role, and we are opening this opportunity to both internal and external applicants. Searches are also underway for our Chief Clinical Officer & Chief Physician Executive; Chief Ethics, Risk and Compliance Officer; and Chief Legal Officer & Corporate Secretary.

My favorite and most effective leadership tools are listening and partnering with others, and I am truly grateful for our deep level of engagement and collaboration as we implement this new structure.

Speaking of leaders, please join me in congratulating **Richard Wilson, MD**, who has been appointed Chair of the Department of Physical Medicine and Rehabilitation (PM&R), a role in which he's served on an interim basis since August 2023. Elevating MetroHealth's clinical and academic enterprises are key strategic priorities, and we are fortunate to have a leader in Dr. Wilson who has an impressive track record of doing just that.

Another one of our strategic priorities is advancing health equity, and we are thrilled to welcome a key leader in this work: **Srinivas Merugu, MD, FACP, MMM, CPE**, who will lead our nationally recognized Institute for H.O.P.E.², which is working to achieve health equity by identifying and addressing factors beyond medical care that impact the health of our community.

Dr. Merugu, who joins us from United Healthcare, brings a vision for addressing these social drivers of health and a plan for achieving that vision. But, just as important, he knows our community well and cares deeply about the people who live here.

Equity First

Earlier this month, we had the honor of celebrating the global premiere of "American Delivery" at the Cleveland International Film Festival, and I want to thank those of you who joined us. This powerful film examines the nation's maternal mortality crisis and the nurses working to solve it. In addition to



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speaking with me, the filmmakers followed MetroHealth's **Dionna** Coleman, a registered nurse with our Nurse-Family Partnership program.

National health statistics show that Black women are three times more likely than others to die from pregnancy-related causes. In fact, Cuyahoga County has one of the highest rates of maternal and infant mortality in the country for Black women and babies – and those grim figures continue to rise.

This must be a front-burner, top priority in America, but it just hasn't been. This film will help, but it is also up to all of us to become advocates for moms and babies. At MetroHealth, we are working with urgency to address this crisis through innovative programs like the Nurse-Family Partnership and Institute for H.O.P.E.²

Other efforts underway include linking pregnant patients with community health workers and expanding access to prenatal and post-partum care as well as pediatric care for their babies once they are born.

This is only a glimpse of what we are doing – and will do – to address this crisis.

The men in our community are also in crisis, which is why I hope you will help us spread the word about the 2024 MetroHealth Men's Health Fair, which takes place Saturday, April 27, at Cuyahoga Community College's Metropolitan Campus and our Cleveland Heights Medical Center. This signature event is targeted at the healthcare needs of men in traditionally underserved and underrepresented communities in our region. The fair will provide over 30 free medical screenings, important health education and connection to a wide range of social service agencies. Please direct your friends and family to metrohealth.org/mmhf to register.

Operational Updates

Given the recent announcement that ProMedica would close its skilled nursing facility at our Old Brooklyn Medical Center, I wanted to reinforce our commitment to this campus and the caregivers who work there. We will continue to invest in our operations there, including rehab, senior care and research – all of which are strategic priorities for the System.

ProMedica's facility is on track to close by early summer after all patients have been discharged or transferred. In addition, all MetroHealth employees working at the ProMedica joint venture are being offered other positions with the System. Representatives from our People Division are also meeting with ProMedica employees about job opportunities to help address some of our own staffing needs, especially in nursing.

Lastly, please join me in thanking our almost 9,000 employees – especially representatives from the Office of Emergency Management, MetroHealth Police Department, Ophthalmology, Employee Engagement, Marketing, Communications and so many others – who worked so hard over the last several months to prepare for the solar eclipse.

As the region's most experienced Level 1 Adult Trauma Center, we had a tremendous responsibility to keep our patients, our community and our colleagues safe during this once-in-a-lifetime event – and what an incredible sight it was.

Best,

Airica Steed, Ed.D, RN, MBA, FACHE

President & CEO

The MetroHealth System



2500 MetroHealth Drive, Cleveland, OH 44109



MetroHealth



Report to the Board of Trustees

Airica Steed, Ed.D, RN, MBA, FACHE

President & CEO

April 2024

Our Six Strategic Pillars



People-First Culture

We must put our people at the center of all we do. Without our people, there is no mission – there is no MetroHealth. We must celebrate, support and empower the talented caregivers who choose to work here.

Clinical & Academic Excellence

We will deliver care that results in the best possible outcomes for everyone in the community. Our quality of care will be reflected in our grades and rankings from national ratings agencies. We will embrace and build upon our role as an academic research and teaching institution.

Health Equity

We will ensure everyone has equal access to good health care. No one's life should be cut short because of the color of their skin, their ZIP code, their gender, sexual orientation, the language they speak or any other demographic used to make people feel "less than."

Community Engagement & Impact

We will engage with those we serve through listening tours, the development of a Community Advisory Council and other means. We will ensure all segments of our community have a voice and are partners in our work.

Innovation

We will invest in the future of health care by designing and testing new models of care and service delivery.

Accelerating Growth

We will continue to test, shape and expand our services as we collaborate strategically with others in the community. We are collaborators and partnering with others is the fastest way to success.

APRIL SCORECARD



2024 System Goal Domains



Off track; adjustments needed



Generally on track with minor issues



On track to meeting goals



Exceeding goals; approaching stretch

Our six goal domains flow from our strategic pillars. They are designed to position MetroHealth for meaningful success and ultimately lift the health and wealth of the communities we serve.

APRIL '24 HIGHLIGHTS



2024 System Goal Domains

Financial

- March 2024 EBIDA YTD is \$11.9M, which is (\$9.4M) below budget and (\$3.2M) below prior year.
- Total Operating Revenues YTD are \$460.2M, which exceeds prior year by \$37.3M driven by growth in retail pharmacy operations and improvement in volumes including discharges, ED Visits, OP Visits, and surgical cases.
- Total Operating Expenses were \$488.1M which was favorable to budget by \$7.0M but a \$41.2M increase over prior year.
- The System continues to focus on controlling labor expenses, driving operational efficiencies and program growth to further enhance revenue.

Strategy & Growth

- Share of Care has shown a 0.2% improvement year-to-date from 2023.
- MetroWAY Forward initiatives continue progress with objectives of improving access.

Quality, Service & Experience

- The remarkable improvements obtained in 2023 and so far in 2024 has increased our most recent Vizient rank from 144 out of 154 hospitals to 80 out of 168 hospitals. This includes a #1 ranking in Health Equity! A great improvement to our True North of being ranked overall #1!
- Vizient also estimated a \$1 million dollar savings to the organization for our 2023 harm elimination and \$2.3 million dollar savings from our 2023 decrease in readmissions.

People-First Strategy

- Lincoln West Healthy Living Program (Healthy Food Choices, Healthy Sleeping, Mindfulness, Mental Health Job Opportunities).
- Launched Expungement Clinic April 13.
- High School Shadow Day March 20 - 70+ students attended.
- Launched Access Center Courses at Tri-C.
- Solar Eclipse Event - glasses and cookies for 6,000 employees.
- Launched T-Shirt design contest.
- Launched Racial Justice Challenge with YMCA.

Clinical Transformation, Community & Health Equity

- Ovatient, a virtual care venture formed by MetroHealth and MUSC Health, successfully launched on April 4. Ovatient currently is delivering virtual urgent care and virtual primary care services on behalf of MetroHealth.
- Ovatient provides care between the hours of 7AM and 10PM, 7 days a week.
- Ovatient is serving on average 50 patients a day from every corner of Cuyahoga County, as well as Lorain, Medina, Summit and Portage counties.

Research & Teaching

- 18 applications submitted as of end of March
- Outstanding residency match results - 105 of 107 positions filled; two unfilled spots filled by CWRU students

Goal: Achieving 2024 Adjusted EBIDA Target

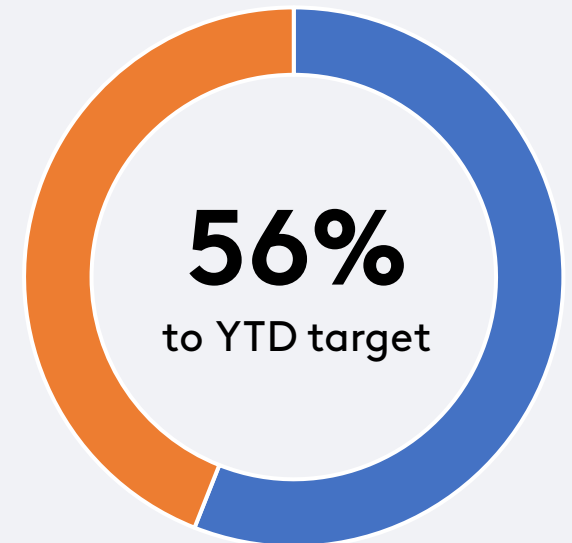
The Measure: EBIDA – Earnings Before Interest, Depreciation and Amortization – is a key performance indicator for an organization’s financial health.

Why It Matters: As an institution, we are committed to ensuring our caregivers have the resources they need to provide the highest level of care and capabilities necessary for eliminating health disparities in our community.

To do so, we are focused on:

- Launched the MetroWAY Forward Financial and Operational Transformation to drive more than \$150 million in margin improvements, including the continuation of our 10-point financial plan.
- Targeted approaches to hiring.
- Contract/premium labor focused mitigation.
- Strategic program expansion and growth.
- Drive operating efficiencies and improvements in length of stay, clinical documentation and pharmacy capture rate.

YTD Adjusted Earnings Before Interest, Depreciation and Amortization (EBIDA)*



Goal Sponsor

Derrick Hollings
Olusegun Ishmael, MD

YTD Actual: \$11.9 million*
YTD Target: \$21.3 million
Variance: (\$9.4 million)

Annual Goal Target: \$140 million

*YTD as of March 31, 2024

38%

Reduction in
Overtime and
Contract Labor



9%

Improvement in
Acute Average
Length of Stay



9%

Increase in
Emergency
Department Visits



4%

Increase in Total
Outpatient Visits



11%

Increase in Retail
Pharmacy Capture
Rate, Currently at
51.7%



Goal: Improving Share of Care

The Measure: *Share of Care* is a revenue-based measurement designed to gauge customer loyalty. It is a calculation that reflects the total spend of a patient on their healthcare services at a particular institution.

Why It Matters: Our goal is to ensure our patients receive as much of their care as possible at MetroHealth. Ensuring this continuity of care will lead to better health outcomes for the individuals we serve.

To do so, we are:

- Leveraging the MetroWay Forward Initiatives (KPMG)
- Access and Referral Management

Goal Sponsor

Nabil Chehade, MD
William Lewis, MD

	Share of Care #	Incremental Change	Domestic Revenue *	Revenue Change
Baseline	50.6%	0.0%	\$1.080B	\$0
Minimum	50.9%	+0.25%	\$1.085B	+\$5.3M
Target	51.4%	+0.75%	\$1.095B	+\$16.0M
Maximum	51.9%	+1.25%	\$1.106B	+\$26.7M

Previous reported baseline calculations have been adjusted to reflect updated reimbursement models by MH Finance

*Domestic revenue does not reflect adjustments for 2024 inflation

Legend

Off track; adjustments needed



Generally on track; adjustments needed



On track



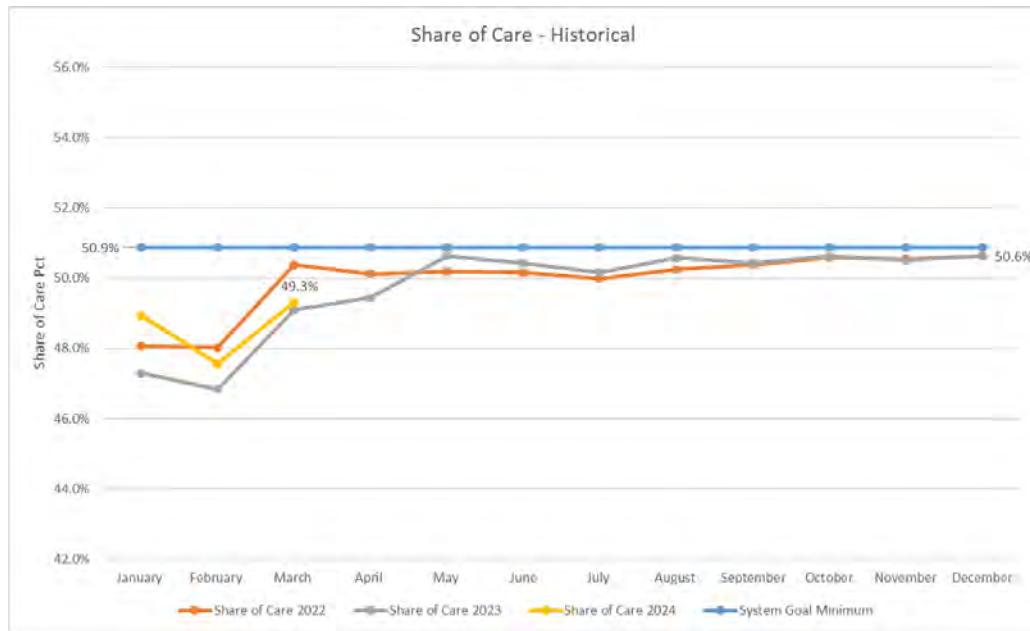
Exceeding goals, approaching stretch



Goal: Improving Share of Care

The Measure: Share of Care looks to evaluate and anticipate annual costs for patients. As such, meaningful trending of performance requires at least 90 days of information. Early in the year, Share of Care calculations are usually lower than year-end results because of the small sampling and timeframe for individuals seeking care at MetroHealth. Below is shown the Share of Care trends over the last 2 years.

YTD Progress: 49.3%



2024 SOC									03/31/24
March YTD									
Group	MetroHealth Pt Activity	Pt Adj	PY Pt Activity	Pct of Yr	Projected Annual Pt	Pro-rated Total Spend	Domestic Spend	YTD SOC	
Total Medicare	37,006	1.7%	35,565	61.2%	61,491	\$ 202,569,194	\$ 92,873,675	45.8%	
Medicaid	59,654	18.0%	62,569	49.8%	141,358	\$ 137,552,906	\$ 82,764,937	60.2%	
Commerical PPO	46,357	0.0%	43,524	45.0%	102,961	\$ 192,152,463	\$ 78,551,183	40.9%	
Commercial Narrow Network	12,929	12.0%	12,007	59.7%	24,238	\$ 32,037,637	\$ 24,085,150	75.2%	
TOTAL PATIENT POPULATION	155,946		153,665	1.5%	330,049	\$ 564,312,200	\$ 278,274,946	49.3%	
	1.5%						3.2%	0.2%	
All Geographies									
2023 SOC									03/31/23
March YTD									
Group	MetroHealth Pt Activity	Pt Adj	PY Pt Activity	Pct of Yr	Projected Annual Pt	Pro-rated Total Spend	Domestic Spend	YTD SOC	
Total Medicare	35,565	1.7%	34,209	61.2%	59,096	\$ 194,681,224	\$ 86,038,204	44.2%	
Medicaid	62,569	18.0%	59,216	49.8%	148,266	\$ 144,274,446	\$ 83,767,301	58.1%	
Commerical PPO	43,524	0.0%	41,709	45.0%	96,669	\$ 180,409,513	\$ 76,296,163	42.3%	
Commercial Narrow Network	12,007	12.0%	12,814	59.7%	22,510	\$ 29,752,951	\$ 23,459,012	78.8%	
TOTAL PATIENT POPULATION	153,665		147,948	3.9%	326,541	\$ 549,118,134	\$ 269,560,680	49.1%	

Legend

- Off track; adjustments needed
- Generally on track; adjustments needed
- On track
- Exceeding goals, approaching stretch

Goal: Elimination of Patient Harm

The Measure: Patient harm is defined as any preventable condition that occurs because of medical care in a healthcare setting. This composite score covers 18 publicly reported preventable harms, including pressure ulcers, post-operative sepsis, in-hospital falls with hip injury and hospital-acquired infections like MRSA and C-diff.

Why It Matters: In addition to simply being the right thing to do, our performance in this area is reflected in our CMS Care Compare Star Ratings, Leapfrog grades and CMS performance-based penalty and incentive programs.

To achieve this goal, we are:

- Continuing widespread improvements for our most common inpatient harms (First quarter 2024 shows a 32% improvement from 2023!)
- Lean training for our continuous performance improvement team to drive the MetroWAY *Forward*
- Improvements in clinical documentation to assist with coding and documentation to capture the severity of illness and exclusion criteria for patient safety indicators when appropriate





2023 Year-End Baseline	2024 Target Goal	YTD 2024 (March 2024)
1.25	1.19	0.85

Goal Sponsor

Joseph Golob, MD



Legend

 Off track; adjustments needed  Generally on track; adjustments needed  On track  Exceeding goals, approaching stretch

Goal: Improving the Patient Experience

The Measure: Our Patient Experience score is a composite of all 10 domains of the HCAHPS patient survey as well as two questions from both the Emergency Department and Ambulatory real-time survey. This composite reflects our patients' perception of communication with providers, staff responsiveness, cleanliness and other factors.

- 5 of 10 HCAHPS dimensions have reached 4-star performance

Why It Matters: Every person at MetroHealth contributes to the patient experience, and this measure reflects our commitment to ensuring everyone receives high-quality and compassionate care.

To achieve this goal, we are:

- Conducting nurse leader rounding on inpatient units to proactively address concerns with patients and families
- Completing service excellence training in inpatient, outpatient and surgery/procedural areas
- Evaluating service recovery efforts in the Emergency Department related to check-in and triage to ensure an optimal patient experience related to access to care

2023 Year-End Baseline	2024 Target Goal	YTD 2024 (Feb 2024)
3.05	3.20	3.10

Legend

- Off track; adjustments needed
- Generally on track; adjustments needed
- On track
- Exceeding goals, approaching stretch



Goal Sponsor
Joseph Golob, MD

Goal: Improving Employee Engagement

The Measure: In 2023, 77% of our caregivers responded to our Employee Engagement Survey – far above our initial target and exceeding our max goal. According to our vendor, Perceptyx, survey participation rates in the healthcare industry are typically 70%. The 2024 survey launches in the fall.

Why It Matters: This survey is one of the many ways our caregivers can tell us about their experience working at MetroHealth, the progress we have made and, most importantly, how we can do better.

Recent employee engagement activities include:

- T-shirt design contest
- Talent show
- Distributed cookies and eclipse glasses to more than 6,000 employees

2023 Year-End Baseline	2024 Target Goal	YTD 2024
71%	77%	Survey Launches in Fall

Goal Sponsor
Dalph Watson, JD

3.77%
Turnover Rate
Jan-March 2024

42 days
Time to Fill
Rate since
Feb 1, 2024



Talent Acquisition Highlights

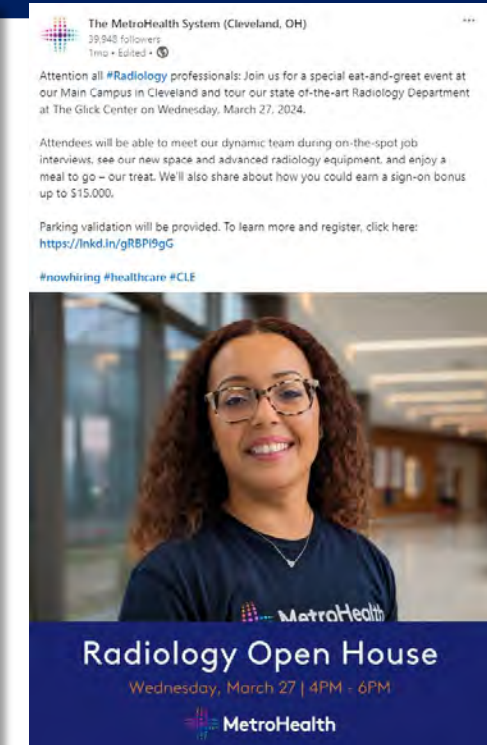
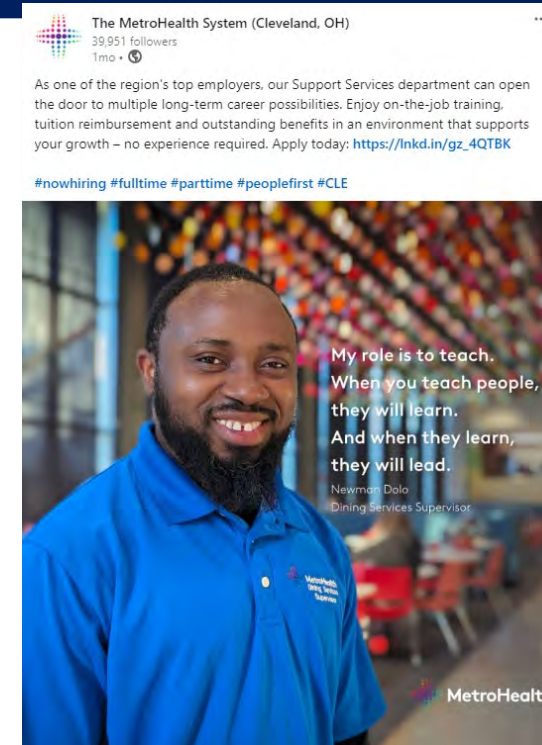
- The Talent Acquisition team participated in a **Canadian New Grad Nurse Virtual Hiring Event** on March 27. Connected with seven RNs, one Emergency Department RN interview scheduled.
- The team hosted a job fair for ProMedica employees on April 11, attended a healthcare career fair in Canada on April 13 and will host a Behavioral Health Job Fair on April 25
- MetroHealth career opportunities are being actively promoted on **News Channel 5** (WOIO) and **Fox 8 News** (WJW), as well as the station's social media channels.
- Initiated three-month web retargeting campaign with **National Commission on Correctional Health Care** (NCCHC) to support Correctional Medicine recruitment efforts. MetroHealth display ads "follow" visitors to NCCHC website as they visit other sites. To date, the ads have been viewed 32,627 times.

Med-Surg/Emergency Nursing Recruitment Campaign

February 12 through April 12

GOAL: Hire 72 Med-Surg/ED RNs in 60 days

PROGRESS: 66 Accepted Offers; 8 Offers Pending



Goal: Addressing Infant and Maternal Health

The Measure: We measure our progress in this area by tracking three key metrics – **timeliness of prenatal care, postpartum care visit rates and the percentage of children attending a well-child visit** in their first 15 months.

In reporting our overall progress, we take into consideration our efforts to close the **care and equity gap** and weight our results appropriately.

Why It Matters: As part of our efforts to build healthier – and more equitable communities – one of our primary focuses is on infant and maternal health. Cuyahoga County has one of the highest rates of maternal and infant mortality in the country, especially for Black women and babies. One way we are trying to eliminate these disparities is by making it easier for patients to access care.



Measures	2023 Baseline	2023 Disparity (P Value)	Year-End Target	2024 Disparity (P Value)	YTD 2024
Timeliness of Prenatal Care	81%	0.03	79%	0.15	81%
Postpartum Care Visit	79%	<0.0001	79%	0.19	79%
Well-child Visits in First 15 Months	56%	<0.0001	57%	0.056	55%
YTD Progress Composite					8

Goal Sponsor
 Nabil Chehade, MD
 Charles Modlin, MD

Legend
■ Off track; adjustments needed ■ Generally on track; adjustments needed ■ On track ■ Exceeding goals, approaching stretch

Goal: Improved Ambulatory Quality Value-Based Care Metrics

The Measure: As part of our commitment to elevating the level of care we provide, we are tracking 14 key ambulatory metrics that cover a variety of services and quality measures.

Measures	2023 Baseline	Target	Max	YTD 2024	Met Baseline	Target or Better
Diabetes: HbA1c	31%	30%	29%	55%	✗	✗
Cervical Cancer Screening	58%	59%	60%	63%	+	+
Breast Cancer Screening	68%	69%	70%	71%	+	+
Colorectal Cancer Screening	52%	53%	54%	49%	✗	✗
Diabetic Eye Exam	39%	40%	41%	37%	✗	✗
Controlling Hypertension	69%	70%	71%	63%	✗	✗
Kidney Health Evaluation	15%	20%	25%	16%	+	✗
Clinical Depression & Follow Up	56%	57%	58%	39%	✗	✗
IET Alcohol & Other Drug Dependence	7%	8%	9%	6%	✗	✗
ADHD Medication and Follow Up	38%	39%	40%	42%	+	+
Pediatric Immunizations	34%	35%	36%	19%	✗	✗
Pediatric Lead Screening	76%	77%	78%	76%	+	✗
Completion of Medicare Wellness	12500	13000	13500	2977	✗	✗
Improving Assessment of Conditions	73%	74%	75%	60%	✗	✗
Minimum = 9 metrics at baseline. Target = 9 metrics at baseline and 7 metrics achieve target. Maximum = 9 metrics at target or better					5/9	3/7



Goal Sponsor
 Nabil Chehade, MD
 Joseph Golob, MD

Why It Matters: Our performance on these metrics are important for the health and well-being of our patients but also our value-based arrangements with key payers. They are also reflected in our quality scores and rankings.

Legend

- Off track; adjustments needed
- Generally on track; adjustments needed
- On track
- Exceeding goals, approaching stretch

Goal: Screening for Clinical Depression and Follow up

The Measure: Percentage of patients ages 12 and older screened for depression on the date of the encounter or 14 days prior to the date of the encounter using an age-appropriate standardized depression screening tool AND if positive, a follow-up plan is documented on the date of the eligible encounter

Why It Matters: Screening for clinical depression is one of CMS's Universal Foundation Quality Measures. Screening for clinical depression and ensuring timely follow-up are critical for several reasons:

- Early intervention
- Reducing suffering
- Preventing suicide
- Quality of life
- Reducing healthcare costs

What is Happening:

- Reviewing existing Epic tools and updating them to align with the measure standards
- Working with ambulatory leadership to standardize screening frequency
- Working with informatics, ambulatory and behavioral health to implement screening tools that can be administered in MyChart



Goal Sponsor

Nabil Chehade, MD
Joseph Golob, MD

Goal: Increasing Grant Application Submissions

The Measure: This measure tracks the number of applications our faculty and staff submit to public and private sources for funding to support research, education and training programs.

Why It Matters: As an academic medical center, research and education are at the heart of what we do. One of our strategic priorities as a System is to build upon our role as an academic institution, and securing funding from outside sources is an important component of that work.

2023 Baseline	Year-End Target	YTD 2024
70*	75	18

Academic Spotlight:

Outstanding Match results:

- Offered 107 positions
- Filled 105 positions (98.1% fill rate)
- Two unfilled positions filled by Case Western Reserve University students
- Ohio medical schools:
 - Ohio University: 14
 - Case Western Reserve: 7
 - NEOMED: 6
 - University of Toledo: 5

Goal Sponsor

John Chase, MD



Legend

- Off track; adjustments needed
- Generally on track; adjustments needed
- On track
- Exceeding goals, approaching stretch



System News and Accomplishments



MetroHealth

Sights Around the System

"**American Delivery**" – a powerful documentary that examines the nation's maternal mortality crisis and the nurses working to solve it – received the prestigious Roxanne T. Mueller Audience Choice Award, the top honor at the Cleveland International Film Festival (CIFF48).

The documentary, directed by Carolyn Jones and produced by Lisa Frank, features Dr. Steed – a fourth-generation nurse – and the health system's innovative Nurse-Family Partnership program, which pairs nurses with pregnant patients throughout their pregnancies and until their children's second birthday.

More than 600 people attended the premiere on Saturday, April 6. Following Sunday's encore screening, Dr. Steed joined the film's executive producers and other community leaders for a panel discussion.



Sights Around the System



On Monday, April 8, many of our caregivers gathered outside The Glick Center and our other locations to take in the total solar eclipse.

Thank you to the MetroHealth Police Department, Office of Emergency Management and others who worked tirelessly over the last few months to ensure we were prepared for this once-in-a-lifetime event.

Also, thank you to the Office of Employee Engagement for coordinating the distribution of glasses for our caregivers scheduled to work on-site during the eclipse.



Events

The MetroHealth Foundation partnered with Foundation Board of Directors member Luis Tollinche, MD, to co-host the 2nd Annual Visiting Professor in Anesthesiology dinner on Monday, April 1. The event celebrates the Department of Anesthesiology's successes and builds support for the Alfred Cyril Pinchak Research Endowment.

Support

The MetroHealth Foundation is grateful to our community partners for supporting the MetroHealth Men's Health Fair on Saturday, April 27. A special thank you to St. Luke's Foundation, KeyBank, FirstEnergy Foundation, Cognizant, Genentech and Molina Healthcare.

Gifts

MetroHealth received a major gift from The Sullivan Family Gift Fund. Special thanks to Foundation Board of Director member George Sullivan for his generous support.



Media Highlights

- [Dr. Steed was named to the Cleveland 500 by Cleveland Magazine](#)
- [CWRU, MetroHealth featured in CIFF film about rising rates of death after childbirth](#) – Cleveland.com
- [Ohio hospital system to host Men’s Health Fair in Cleveland](#) – Cleveland.com
- [Photo tour: MetroHealth Cleveland Heights Behavioral Health Hospital](#) – HCD Magazine
- [MetroHealth pediatrician Laura Shefner, MD, published her latest column – “Time to protect your family against measles – in the Cleveland Jewish News](#)
- [Katherine Bej, OD, quoted in Cleveland.com story, “Everything you need to know about the total solar eclipse and how to experience it in Greater Cleveland.”](#)
- [Thomas Steinemann, MD, quoted in ideastream, “Eclipse eye damage can be serious and permanent.”](#)
- [ProMedica and MetroHealth to close skilled nursing rehabilitation services at Ohio hospital](#) – Becker’s Hospital Review

Press Releases

- [‘American Delivery’ Earns Top Award at Cleveland International Film Festival](#)
- [MetroHealth Men’s Health Fair Welcomes All Men for Screenings, Health Education](#)
- [MetroHealth ‘Prescribes’ Creative Expression as a Treatment for Loneliness](#)
- [MetroHealth Appoints President of Institute for H.O.P.E.](#)
- [MetroHealth Appoints Chair of Physical Medicine & Rehabilitation](#)



BECKER'S

 HOSPITAL REVIEW

Communications cont'd

Social Media Growth (April '23 – April '24)

- Overall Impressions*: 76.8%
- Overall Engagements: 13.3%
- Overall Post Link Clicks: 37.1%
- Total Audience: 12.1%

LinkedIn:

- Engagements: 30.1%
- Engagement Rate: 31.7%
- Post Clicks: 45%
- Audience Growth: 10.9%
- Over 1.2 million impressions

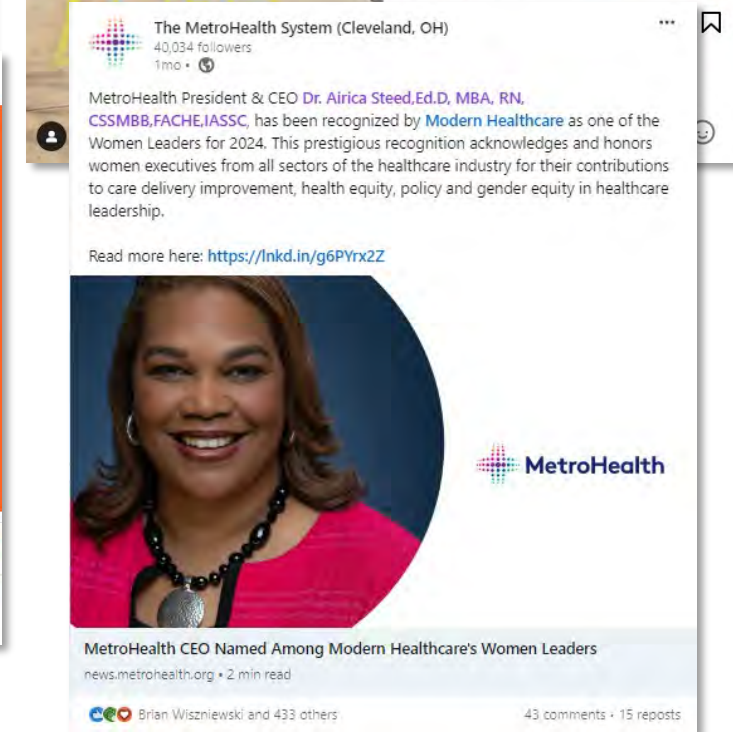
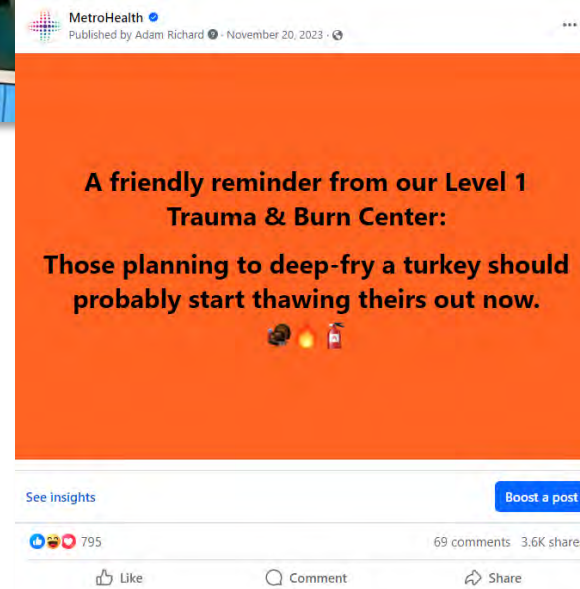
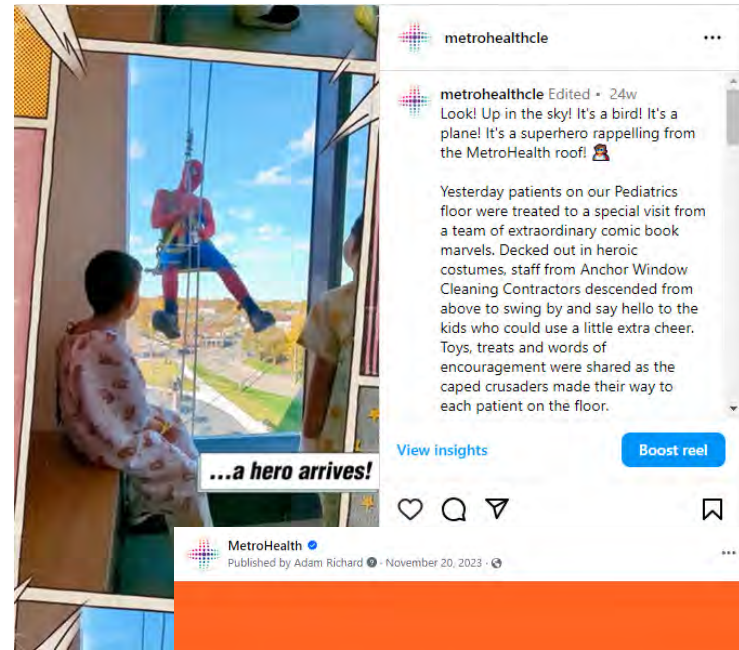
Facebook:

- Organic Impressions: 28.9%
- Organic Engagements: 12%
- Follower Growth: 11.7%

Instagram:

- Organic Impressions: 287.4%
- Organic Engagements: 23%
- Total Followers: 15.6%

**We earned over 5.3 million organic impressions between April '23 – April '24. Total impressions: Almost 8.5 million!*



A robust marketing and advertising plan is underway for the MetroHealth Men's Health Fair.

Broadcast

5- and 10-second spots on Spectrum News, WKYC, WOIO, WEWS and WJW. Charles Modlin, MD, will also appear on WKYC's Good Company to promote the event

Radio

30-second promos on Radio One, iHeart Radio, iHeart TTWN and La Mega. Digital ads on Radio One, iHeart Radio, iHeart TTWN and La Mega

Traditional Media (Print)

Ads in The Black Professional, Cleveland Plain Dealer and LaMega Nota

Outdoor

Nine digital billboards surrounding downtown Cleveland – 1.9 million impressions per week; and nine static billboards – 701K impressions per week; and two illuminated static billboards on West 25th – 221K impressions per week. Yard signs are also being distributed.



Awards, Recognition & Other News

- The care and support **Cynthia "Cindi" Bindus, RN**, provided to a patient made a lasting impression and earned her recognition as a DAISY Award for Extraordinary Nurses winner. She has been an oncology nurse for nearly 30 years. She describes her career as "one of my life's greatest privileges and blessings."
- **Samantha Sube, RN**, is the latest recipient of a BEE Award. She was honored for helping a patient who was admitted as a John Doe. The complex situation didn't deter Samantha. Instead, she "spent almost an hour sitting with the patient, comforting them, and ultimately, she was able to determine the patient's identity," the nominator stated.
- Knowing the powerful impact engaging with the arts has on mental health and loneliness, The MetroHealth System's **Center for the Arts in Health** launched ArtsRx, a pilot project that allows providers to "prescribe" arts activities and experiences for their patients. The project, funded through a \$16,578 ArtsNEXT grant from the Ohio Arts Council (OAC), links patients with opportunities for creative expression led by local artists and arts organizations.
- MetroHealth President & CEO **Airica Steed, Ed.D, RN, MBA, FACHE**, has been named among the Cleveland 500 by Cleveland Magazine. The Cleveland 500 lists and profiles the leaders, doers, decision makers, idea generators and visionaries who are shaping Cleveland.



Cindi Bindus, RN



Samantha Sube, RN



Future Ink Graphics is one of the ArtsRx participants.