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## Together, We Thrive

At Carilion, we're a part of the places and people we serve—and they're a part of us. Our relationship with our communities is one of teamwork and togetherness, camaraderie and collaboration.

And at no time was this mutual support more evident than in 2020. As COVID-19 disrupted so much, we went above and beyond for patients and the public—doing everything in our power to ensure they had the care and resources they needed. And in return, our community rallied around us—sending supplies, delivering meals and offering donations.



### Helping Heroes

Our COVID-19 Support Fund raised more than \$120,000 from businesses and individual donors alike. Two families donated \$10,000 each to purchase meals for employees at Carilion New River Valley Medical Center. The families also asked that the money be spent at local restaurants in Blacksburg—ensuring that their gifts would benefit the community even more.

Beyond donations, gestures of support arrived in other forms. From encouraging sidewalk chalk art to socially distanced vehicle parades. From ringing church bells to personal thank-you cards. From landmarks lit in blue to American flags flying high. All these actions inspired, motivated and lifted the spirits of our frontline workers.



### “Home Alone” but Not Forgotten

Because older adults are especially vulnerable to COVID-19, accessing essential resources presented another serious challenge for them during the pandemic. Amid stay-at-home orders, business closures and medical-appointment cancellations, we made it our mission to check on seniors in need who were living alone.

As part of our Home Alone initiative, our Community Health and Outreach team made more than 1,200 phone calls to provide up-to-date information and connect seniors with local government and community resources. From delivering masks to offering support over the phone, our program helped meet wide-ranging needs head-on—so seniors could stay home safely, reduce their exposure to COVID and avoid the hospital. Beyond this crisis, Home Alone promises to transform how we interact with our communities far into the future.



### Showing Our Appreciation

To express our profound appreciation for our community’s support during the pandemic, we held a “Week of Gratitude.” As part of this celebration, we gave away \$5 vouchers for fresh produce at our region’s farmers’ markets and made \$1,000 donations to food pantries in regions without markets. We also thanked businesses that contributed to our cause with a specially minted commemorative coin and posted a community tribute video on our social media channels.



**230**  
individual and business donors  
**\$120,000+**  
contributed to our COVID-19  
Support Fund

**200,000**  
pieces of personal protective  
equipment donated

### Recovery Goes Remote

As Virginia’s stay-at-home order went into effect, Carilion’s Peer Recovery Specialist Program adapted to support patients remotely with a support line available 12 hours a day, seven days a week. Over two-and-a-half months, specialists answered more than 1,300 calls from those suffering from substance misuse or mental health challenges. From creating wellness toolboxes to simply listening, our team provided critical support, helping patients cope during a dark time.



### Extending Our Impact Through Partners

In 2020, we focused our grant funding exclusively on local, pandemic-related initiatives. Our newly created COVID-19 Community Health Fund received a significant number of grant applications. From organizations offering food for those in need to nonprofits helping the homeless amid never-before-seen challenges, this fund allowed us to broaden our response to the crisis through our partners.

**With in-person events no longer possible, we continued our community health education efforts through a virtual meeting series, offering more than 100 online sessions on exercise, mindfulness and more.**

### LIFTing the Community Up

The Local Impact for Tomorrow (LIFT) coalition moved one step closer to building a new community health clinic at Fallon Park Elementary School after receiving a contribution from Roanoke City Schools toward construction costs. The clinic will provide physical, mental and oral health care services, as well as financial wellness programs for local students and families. It represents a partnership between Carilion, Roanoke City Public Schools, Freedom First Credit Union, Delta Dental of Virginia and the Roanoke Women’s Foundation.

In addition, LIFT’s Asthma in Schools program at Fallon Park Elementary—which allows school nurses to administer medication to students with asthma—received funding from Roanoke City to extend care into the home, working with the Child Health Investment Partnership during the COVID-19 pandemic.

Together, these two programs are advancing LIFT’s goal of making health care more accessible to families in southeast Roanoke.

### Coming Together for a Healthier Roanoke Valley

The American Hospital Association named Carilion one of five national recipients of its 2020 Dick Davidson NOVA award for our role as a founding partner of Healthy Roanoke Valley. This coalition comprises more than 50 local organizations that work together to eliminate health care disparities in the region and improve community health.

Coalition projects include Fresh Food Rx—a nutrition and education program that led to healthy weight loss and a reduction in diabetes risk among participants—and Pathways Hub, which connected at-risk individuals with community resources to reduce Emergency Department visits.



### Joining Forces in Flu Season

During the COVID-19 pandemic, getting a flu shot became more important than ever. To amplify our impact, our Community Health and Outreach team joined forces with the Virginia Department of Health, LewisGale Regional Health System, Kroger and Roanoke City Public Schools, among others. By working together, we gained access to more vaccines and supplies, staffing support and vaccination sites. The result: 30 clinics and more than 1,100 people vaccinated—quadruple the number in 2019.

**4x**  
more people vaccinated  
for the flu in 2020

### Building a Bigger Network

After purchasing the last 20 percent share of Lexington’s Stonewall Jackson Hospital in 2020, Carilion became its full owner. The \$10.9 million proceeds from the sale will fund programs to improve health in the Lexington/Rockbridge community. And with new ownership comes a new name, Carilion Rockbridge Community Hospital, that keeps the spotlight on the region and people we serve.

Since initially acquiring 80 percent ownership of the hospital in 2005, Carilion has invested more than \$25 million in operations, capital improvements and clinical services.

### Prioritizing the Planet

A community is one part people, one part place. And at Carilion, we’re working to make our buildings, region and world a healthier place. In 2020, we expanded our recycling program to Carilion Roanoke Community Hospital and Carilion Franklin Memorial Hospital. We also upgraded lighting across our facilities by installing LED options that use 25 to 80 percent less energy and outfitted our Carilion Administrative Services Building with a system that’s projected to reduce energy use by 500,000 kWh per year.

### Serving as Stewards

Carilion was one of just three health systems in the nation chosen to participate with ReThink Health, part of the Rippel Foundation, to broaden the role of hospital systems in their regions. The ReThink Health approach sees hospitals as stewards responsible for guiding transformative change to advance health for entire populations. Along with Trinity Health in Detroit and Jefferson Health in Philadelphia, we’re honored to be one of the pioneering members of this initiative.

**Bee Healthy: Carilion New River Valley Medical Center now has two beehives on campus, promoting a healthier environment by enabling these pollinators to produce food and vegetation across our community.**





### Emphasizing Equity

As part of our mission to advance health equity within our community, Carilion created a new office of Diversity, Equity and Inclusion, and named Dr. Nathaniel L. Bishop to lead it.

Dr. Bishop will be responsible for collaborating with the executive team, community organizations and regional leaders to reduce health disparities. Internally, he will work with our Human Resources Department and Inclusion Council to continue cultivating a culture that welcomes employees from all walks of life.

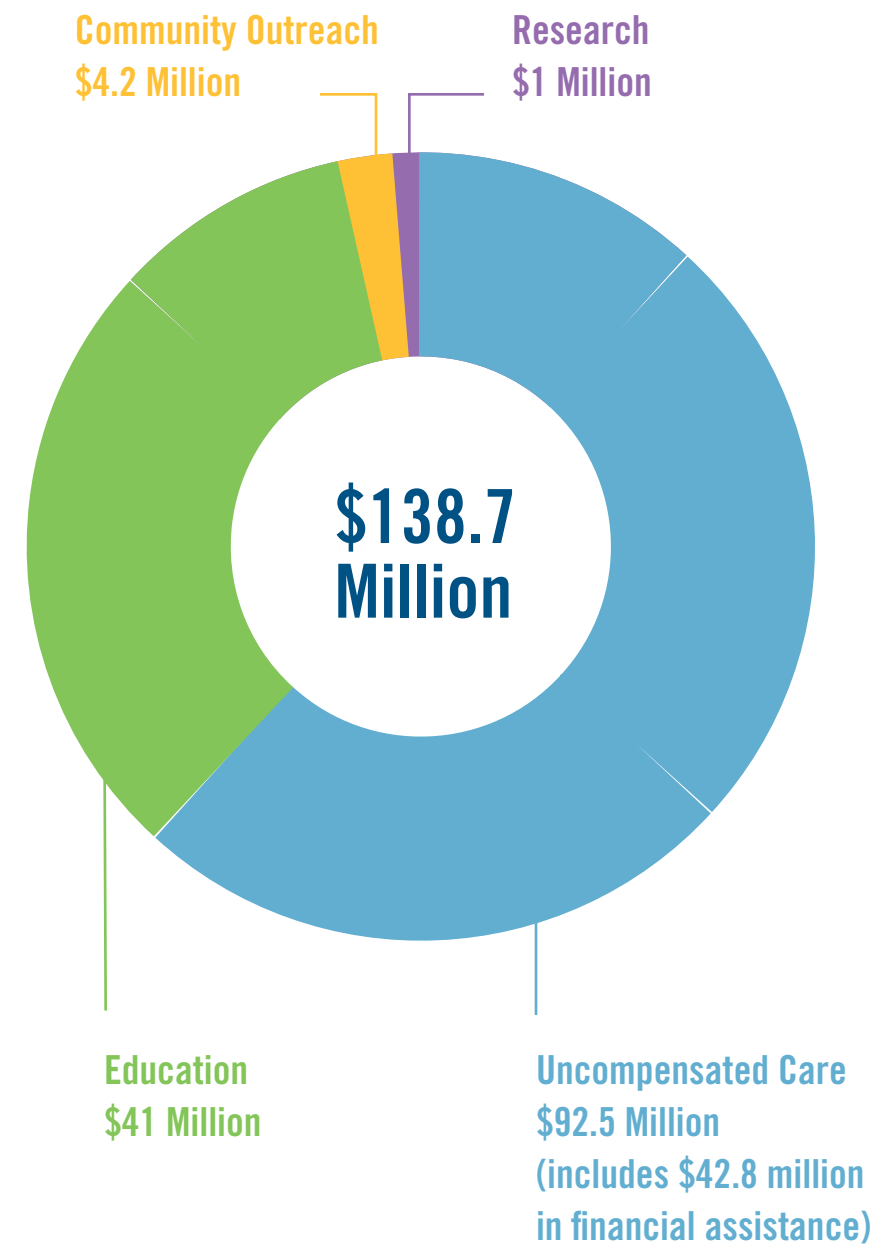
### Fighting Racism

As a renewed call for racial justice spread across the U.S. in 2020, Carilion took a stand too. To drive awareness and heighten visibility of the cause, Carilion, along with the Virginia Tech Carilion School of Medicine, helped fund an “End Racism Now” street mural in downtown Roanoke—capturing the attention of the local community. In addition, more than 45 staff members from Carilion Roanoke Memorial Hospital participated in a silent vigil in solidarity with White Coats for Black Lives, a national campaign created by health care workers to fight racism.



### Community Benefit

Carilion Clinic is a not-for-profit organization. Our only shareholders are our neighbors, and the only dividends we seek are a healthier community and a stronger region. Each year we contribute millions, measured in dollars and cents. In the most recent year for which figures are available, we provided \$138.7 million\* in community benefit, including \$42.8 million in financial assistance. Put another way, for every dollar of tax exemption, we gave back \$2.47.



\*Fiscal year 2019, as per Virginia Hospital and Healthcare Association guidelines.

### Other Ways We Improved Health:

**785**

educational programs, health screenings and immunizations hosted, serving 90,305 people

**1,207**

community members screened for elevated blood pressure, blood sugar, cholesterol and other chronic disease risks

**66**

virtual educational programs held, serving 437 people

**56%**

of virtual class participants inspired to adopt healthier behaviors



# WHERE COMMUNITY COMES FIRST