

Mercy Oklahoma City Community Benefit Report

OK to Quit Campaign



Mercy Hospital Oklahoma City is active in numerous Wellness Now workgroups, including The Wellness Now Coalition, a network of partners that work to make Oklahoma City and County a healthier place to live, work, and play.

The OK to Quit campaign was the brainchild of their Wellness Now Coalition's Tobacco Use Prevention workgroup, chaired by Mercy co-worker Trina Armstrong. This statewide social media campaign ran from January 17-23, with the goal of increasing awareness of the dangers of tobacco and encouraging individuals to quit smoking. A free toolkit was developed to assist partner organizations and businesses in supporting their employees' efforts to quit tobacco.

Mercy Hospital Oklahoma City assisted in spreading the message of tobacco cessation to the rural parts of Oklahoma, truly making it a

statewide campaign. We also sponsored radio ads in support of OK to Quit during the men's and women's college bedlam basketball games. Mercy West administrators, including President Di Smalley, included the importance of tobacco cessation and the dangers of tobacco in newspaper articles throughout the state. Mercy also developed a webpage (www.mercy.net/okquit) to support these efforts and assist patients in finding a provider to help them in their cessation efforts.

Then week-long campaign saw a 67 percent increase in traffic at the OK to Quit website. In addition the number of campaign partners increased to 41 partners from 26 in 2017.

To learn more about the OK to Quit campaign or to access the resource guide, visit www.oktoquit.oid.ok.gov.

Total Community Benefit \$15,279,000.00

Charity Care

Includes the actual cost of providing free or discounted care to persons who cannot afford to pay and who are not eligible for public programs. Charity care does not include bad debt.

Benefit: \$5,427,000.00

Community Outreach Services

Includes activities carried out to improve community health and services that are subsidized because they are needed in the community. Examples: education, support groups, health screenings, and immunizations.

Benefit: \$803,000.000

Health Professionals Education and Research

Includes the cost of providing clinical placement for physicians, nurses and other health professionals plus the costs of the nursing anesthesia, EMS and radiology schools.

Benefit: \$1,298,000.00

Cash, In-Kind Donations, Workforce Enhancement and Fundraising

Includes cash, in-kind donations, fundraising costs, food & supplies to shelters, use of Mercy rooms and facilities, donated office space and recruitment of health professionals in medically underserved areas.

Benefit: \$130,000.00

Medicaid Subsidies

Includes the actual unpaid cost of providing care to Medicaid patients and represents the shortfall between cost of care and the payments received by the government.

Benefit: \$7,620,000.00