



Shepherd
Center

COMMUNITY BENEFIT REPORT

April 2019 - March 2020





A MESSAGE FROM OUR PRESIDENT & CEO

There is nothing more important to Shepherd Center than the health and well-being of our patients and families. Since 1975, Shepherd Center has established local, regional, and national programs to improve the long-term health for persons with spinal cord injury, brain injury, multiple sclerosis, and other neurological conditions. Shepherd Center, through research, has developed a portfolio of evidence-based community programs intended to improve the quality of life and offer greater recovery following these catastrophic injuries/illnesses and will allow our patients to return to their local community with hope, independence and dignity.

Shepherd Center is committed to address the needs of our unique patient population while we embrace our vital role in the communities we serve and how we can improve the health outcomes of the people we serve. This document will outline the various services and programs we offer to achieve this goal.

Please visit us at www.shepherd.org for more information.

Sarah Morrison

SARAH A. MORRISON
PRESIDENT & CEO



152

Licensed
Beds

1773

Employees

22

Attending
Physicians

555

Nurses

320

Therapists

ABOUT US

Founded in 1975, Shepherd Center is a private, not-for-profit hospital located in Atlanta, Georgia. It is one of the nation's leading hospitals specializing in medical treatment, research, and rehabilitation for people with spinal cord injuries, brain injuries, multiple sclerosis, chronic pain, and other neuromuscular conditions. With 152 beds, we are the largest brain and spinal cord injury hospital in the United States. Our mission is to help people with a temporary or permanent disability caused by injury or disease rebuild their lives with hope, independence, and dignity, advocating for their full inclusion in all aspects of community life while promoting safety and injury prevention.

OBJECTIVE

Patients come to Shepherd Center from across the United States and the world seeking the best care and resources unique from other hospitals treating patients with similar injuries. Community benefit funding helps the hospital fund direct and indirect non-clinical patient programs and services such as recreation therapy, animal-assisted therapy, patient outings, chaplaincy, assistive technology, peer support, back-to-school programs, and family programs. We also offer specialized programs tailored to adolescents, patients with dual diagnoses (both brain and spinal cord injuries), patients on ventilators, and low-level brain injuries.

PATIENT CENTERED CARE

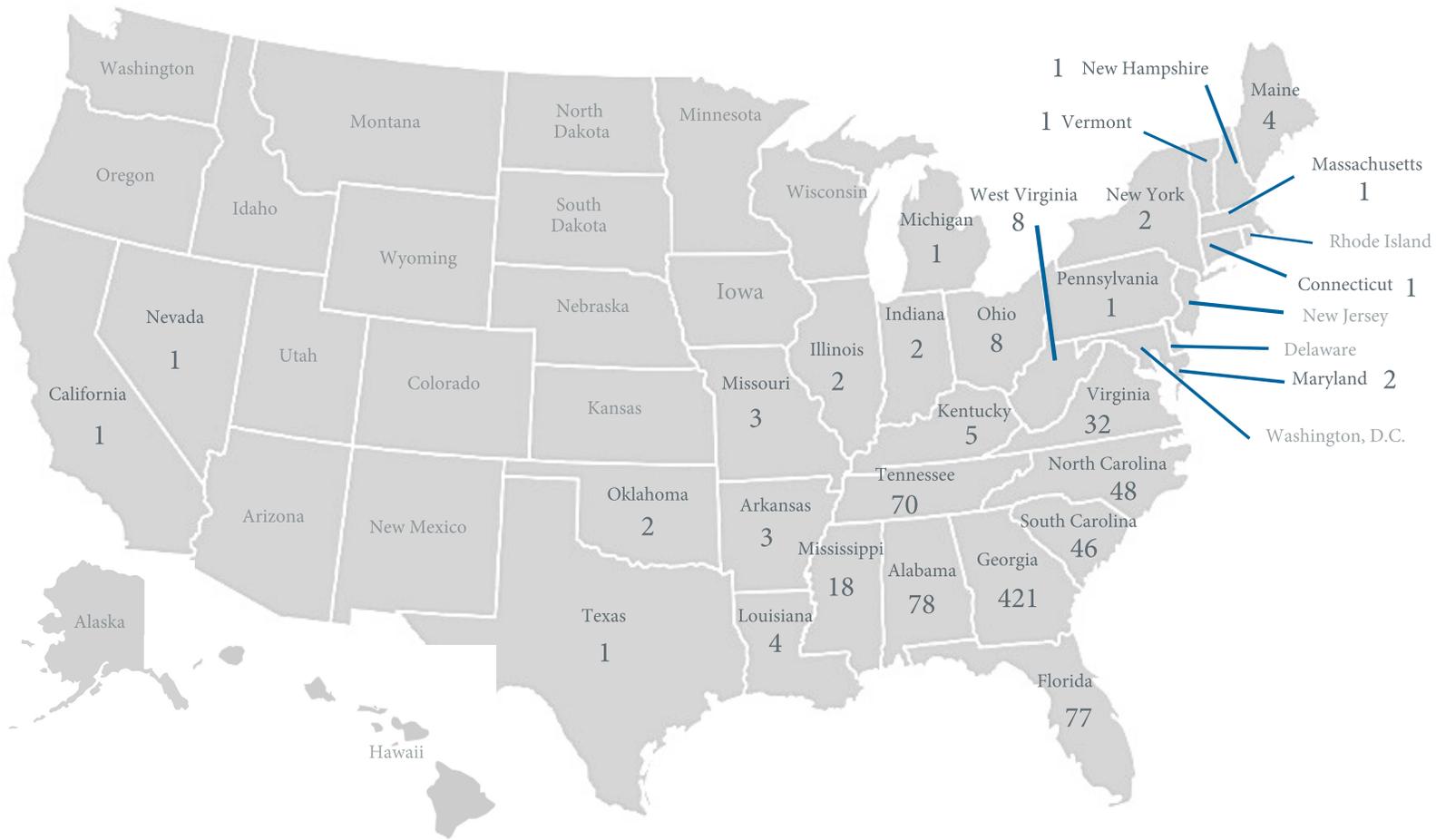
Rated the 8th Best
Rehabilitation
Hospital in the
nation by U.S. News
& World Report,
Shepherd Center has
ranked in the top 10
for 11 consecutive
years in the
magazine's Best
Hospitals List.

Shepherd Center focuses on patient-centered care and offers a broad continuum of care and exceptional quality unique in an acute care rehabilitation hospital setting. Our continuum of care includes the Intensive Care Unit (ICU), Acute Care, Day Program, Research Programs, Outpatient Programs, and more. Our value-added, or “community benefit,” programs provide our patients with the resources to relearn daily living activities and achieve the goals they have set for themselves post-injury. Those goals include returning to home, school, and work as independently as possible. They also include regaining the ability to enjoy life through social events, hobbies, and leisure activities and provide for themselves and their families. While these value-added programs help our patients restore their hope and rebuild their lives, they often are not reimbursed by insurance, Medicare, or Medicaid. We believe these programs are essential to a patient’s successful recovery and directly contribute to our greater-than-average clinical outcomes that lead to greater patient independence. We pay for these programs through the generous support of thousands of donors annually, and from any excess revenue, the hospital earns through conservative financial management.

Shepherd Center defines community benefit as a planned, organized, and measured approach to services and activities that specifically address people's healthcare needs with spinal cord and brain injury, Multiple Sclerosis, chronic pain, other neuromuscular diseases, as well as the family or loved ones impacted. Patients at Shepherd Center get more than medical care but receive the full continuum of care -- from evaluation and medical treatment to rehabilitation and lifelong support programs -- that extends back to their communities. Our patient population has unique needs that are typically underserved, making Shepherd a vital lifeline and resource for our patients throughout their lives. Shepherd Center's community includes current patients and their families and former patients and their family.

Shepherd Center takes a leadership role in educating healthcare professionals (physicians, nurses, and therapists) who specialize in spinal cord and brain injury rehabilitation. We also serve as a strong community advocate, monitoring legislation, and related issues that impact the disability community. Shepherd Center’s reach extends beyond metro Atlanta to all of Georgia, the United States, and the world as the leading specialty hospital for this patient population. For 44 years, Shepherd has served as an advocate for people living with disabilities and has changed the landscape in Atlanta and beyond to be more receptive to people with disabilities living in our community.

US INPATIENT DISTRIBUTION



850 INPATIENTS **29** STATES **89%** DISCHARGED TO COMMUNITY

OUTPATIENT VISITS

During FY 20, 6,677 outpatients were seen, resulting in 9,026 visits to Shepherd Center's outpatient Medical Clinics.

TOTAL PATIENTS

6,677

TOTAL VISITS

9,026

- 2,809 Andrew C. Carlos Multiple Sclerosis Institute
- 1,790 Multispecialty
- 1,227 Dean Stroud Spine & Pain Institute
- 626 Shepherd Pathways
- 612 Spinal Cord Injury Day Program
- 597 Urology Clinic
- 513 Complex Concussion Clinic
- 327 Beyond Therapy
- 326 Wound Clinic
- 112 Upper Extremity Clinic
- 87 SHARE Military Initiative

APP FACTORY

Smartphones have become essential in everyday life, and with Shepherd Center's unwavering commitment to helping persons with disabilities, we are, along with our partners at Northeastern and Duke Universities, are creating accessibility-friendly apps - fondly called the App Factory. Mike Jones, Ph.D., FACRM, vice president of clinical research and assistive technology at Shepherd Center, believes that innovation can help a person solve a small challenge that, in turn, has a significant impact on his or her life. That belief, along with inclusivity, was a driving force in the App Factory's development.

The program's goal? "To develop app-based technology that will help people of all abilities manage health conditions and participate more fully in life," explains Tracey Wallace, MS, CCC-SLP, a clinical research scientist and speech-language pathologist who is the project director of the App Factory.

Shepherd Center has launched 46 app development project over the past 10 years. Forty-one resulted in completed apps available on iOS or Android, or both operating systems. Our apps have been downloaded more than 900,000 times with about 500,000 users.

APP SPOTLIGHT

AUTOCOACH



In partnership with the Georgia Governor's Office of Highway Safety and CapTech, Shepherd Center created the AutoCoach® mobile app for parents to teach their teens to drive safely. Certified driver rehabilitation specialists developed the content for parents to teach teens how to drive safely. The AutoCoach 2.0 version of the app includes specialized instruction for parents of teens with cognitive and physical disabilities. Studies show parents who model, monitor and enforce safe driving practices help protect against teenage injuries and fatalities from car crashes.

BREATHWELL WEAR



BreatheWell Wear helps the user perform deep, slow, diaphragmatic breathing by providing visual and auditory guidance to pace breathing, including a display of the user's heart rate in real-time. It also gives the user the option of listening to calming sounds and music or selecting a song from their music library. BreatheWell Wear allows users to program reminders to practice during periods of low stress to perform the breathing technique during periods of high stress.

TETRA ALARM



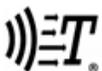
Many people with spinal cord injuries (SCI) often have a tough time with the built-in alarm functions of a smartphone. Tetra Alarm is set up, so you just need to select a box corresponding to a particular time. Tetra Alarm is not only a useful tool for people with SCI but also for people who have other injuries or chronic illnesses that have affected their memory and cognitive function.

SCI-EX



People with spinal cord injury can achieve and maintain a healthy lifestyle by doing exercises shown and described in how-to videos. Users can do these exercises in a gym with the assistance of a trainer or caregiver. Please be sure to consult your physician before beginning any exercise program.

SPEECH2RTT COMMUNICATOR



Speech2RTT® is an Android application that enables people who are deaf, hard of hearing, and non-verbal to communicate with anyone – using their Android smartphone or tablet. It works over cellular networks and for Wi-Fi calling. Speech2RTT® captions and then streams the text of what is being said between individuals in real-time. If users cannot speak or opt not to speak, they can type what they want to say in real-time.

FAMILY HOUSING

- ▶ 1,580 people served
- ▶ 120 fully furnished apartments
- ▶ 30 days of housing provided
- ▶ \$8,000 average savings on hotel costs

Besides treatment and support for people who have suffered a catastrophic injury, Shepherd Center provides a host of resources to help families during a difficult time: why? Because our purpose is built on the simple idea that nothing else should matter when a family is focused on the recovery of their loved one.

Family support is essential, and our Irene and George Woodruff Family Residence Center keep families, who live more than 60 miles away, close to their loved one. Located on the Shepherd Center campus, the facility has 84 accessible family apartments, laundry facilities, and a recreation room.

Additional housing is available at Shepherd Place, a 12-unit apartment complex, located just a few blocks from Shepherd Center.

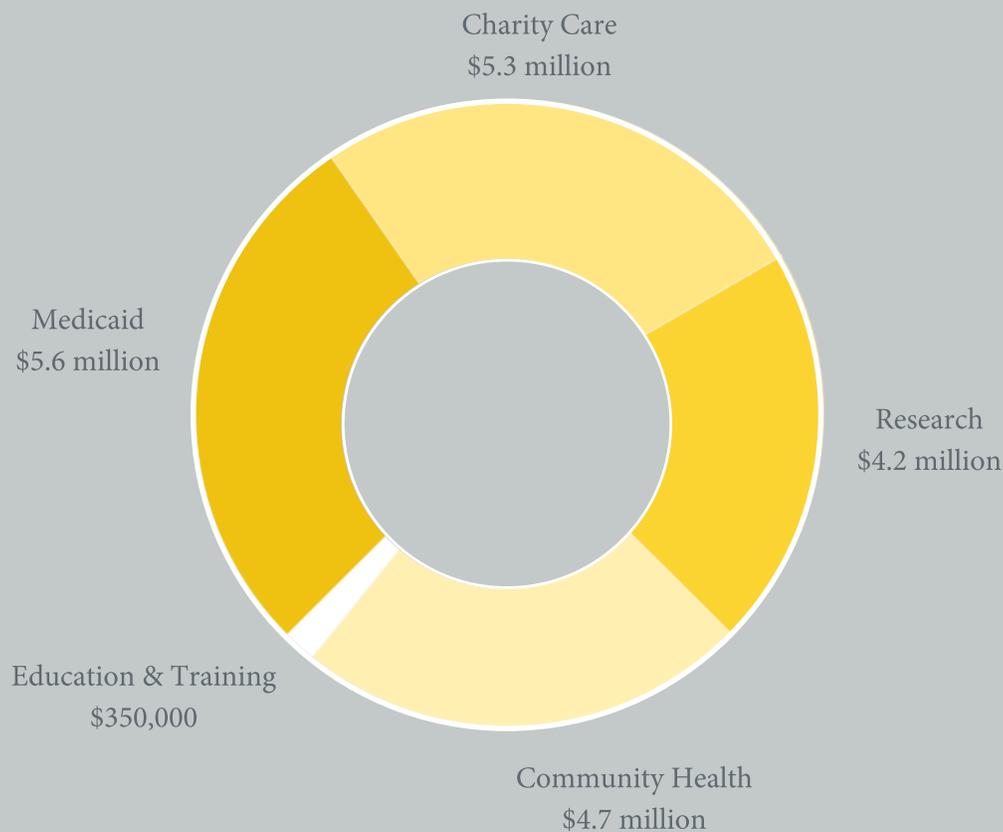
Biscayne Place provides a residential peer support community for clients of the hospital's SHARE Military Initiative, treating US service members who have sustained traumatic brain injuries during the wars in Iraq and Afghanistan.

In total, Shepherd's Family Housing program includes 120 fully furnished apartments located on the hospital's main campus or just a few blocks away.

"Thank you so much for allowing our family to stay here. This place has been a life saver for our family. We are from Arkansas, and we do not have any connections here. This place has allowed our son to have a parent here 24/7 for the first month of his therapy, and for that, we are very grateful. Thank you again for the place to stay – we have been blessed here at Shepherd Center!"



COMMUNITY BENEFIT REPORT: BY THE NUMBERS



TOTAL OF \$20.7 MILLION

AREAS OF IMPACT

- **Community Building Activities:** programs that provide opportunities to address the root causes of our community's health problems.
- **Health Professional Education:** programs that provide scholarships or funding for professional education.
- **Financial and In-Kind Contributions:** Services donated to individuals or the community at large.
- **Subsidized Health Services:** Clinical services that meet a community need that are provided despite a financial loss.
- **Community Health Improvement:** Activities carried out to improve community health and not generate inpatient or outpatient bills.

COMMUNITY BUILDING ACTIVITIES

RESCUE PROGRAM

Shepherd Center launched RESCUE, a community service program providing home alert labels and education for people with physical and or cognitive limitations who find themselves in emergency situations. The mission is to aide in quicker response times and the creation of better emergency plans.

77 PEOPLE SERVED

INJURY PREVENTION

Shepherd Center's Injury Prevention program exists to reduce the number of catastrophic brain and spinal cord injuries by creating awareness, behavioral change and educating people about the biggest risk factors of injury.

31,425 PEOPLE SERVED

OTHER PROGRAMS

Advocacy 21,300 PEOPLE SERVED

AT University Access 25,000 PEOPLE SERVED

Gaps in Coverage SCI 252 PEOPLE SERVED





HEALTH PROFESSIONAL EDUCATION

SUMMER NURSE EXTERN PROGRAM

Trains new nurses in the specialized field of spinal cord and brain injury rehabilitation.

608 PEOPLE SERVED

RESIDENCY PROGRAM

Trains medical residents in the specialized field of spinal cord and brain injury rehabilitation. This program has partnered with Emory University for more than 20 years.

399 PEOPLE SERVED

COMMUNITY EDUCATION

[MyShepherdConnection.org](https://www.MyShepherdConnection.org) provides access to educational resources for brain injuries, strokes, spinal cord injuries, multiple sclerosis and more.

In addition, you can find Shepherd Center on many of your favorite Podcast platforms! Shepherd Center Radio produces 10-minute podcasts featuring interviews with physicians and staff members on a variety of topics related to brain injury and rehabilitation.

We also have 5 free downloadable manuals on iTunes that provide education for families, caretakers, and individuals with spinal cord and brain injuries.





FINANCIAL & IN-KIND CONTRIBUTIONS

Every July 4, Shepherd Center sponsors the Wheelchair Division of the AJC Peachtree Road Race in Atlanta. More than 60 world-class athletes from around the globe compete in this annual 10K event.

Last year, in addition to the awarded prize money, athletes competed for a \$50,000 bonus, which is the largest prize in wheelchair racing history.

The field featured both the men's and women's defending Peachtree champions.





SUBSIDIZED HEALTH SERVICES

HORTICULTURE PROGRAM

The Ruth and Talmage Dobbs, Jr. Horticulture Therapy Program at Shepherd Center trains patients to use adaptive tools for gardening and floral arranging and craft use. Clients hone their skills in the “Therapy Garden” located within the Anna and Hays Mershon Secret Garden, a dedicated outside space where they can plant, dig, water, and tend to the garden. Gardening helps facilitate therapy goals, such as fine and gross motor skills, core strength, range of motion, and cognitive goals such as sequencing, problem-solving, and memory.

1,207 PEOPLE SERVED

OTHER PROGRAMS

Acquired Brain Injury Program 417 PEOPLE SERVED

Animal Assisted Therapy 240 PEOPLE SERVED

Assistive Technology 2,149 PEOPLE SERVED

Patient Equipment 129 PEOPLE SERVED

Shepherd Pathways 631 PEOPLE SERVED

SCI Program 300 PEOPLE SERVED

Andee’s Army 79 PEOPLE SERVED

COMMUNITY HEALTH IMPROVEMENT

TRANSITION SUPPORT

The Transition Support program prevents rehospitalization, improves health and safety outcomes, and promotes patient and family autonomy once the patient is discharged from Shepherd Center. The program provides an average of eight weeks of follow-up support.

375 PEOPLE SERVED

COMMUNITY HEALTH IMPROVEMENT



SPORTS TEAMS

The Fred, Shaler, and Andrew Alias Sports Teams program at Shepherd Center sponsors 11 sports teams with more than 100 athletes. This program enables individuals with physical disabilities in the Atlanta area to participate in sports on a recreational or competitive level. Our sports teams program is the most extensive disabled sports program in North America, with athletes winning national and international competitions and holding world records. More than 20 athletes from Shepherd Center have qualified to represent the United States in their sports in the past several Paralympic games, and several have won medals. Teams included are basketball, power soccer, track, quad rugby, swimming, softball, waterskiing, fencing, hand-cycling, bass fishing, and tennis.

113 PEOPLE SERVED

OTHER PROGRAMS

SHARE Military Initiative 146 PEOPLE SERVED
SHARE Military Initiative Life Coach 146 PEOPLE SERVED
Wellness/Promotion Program 719 PEOPLE SERVED
Adolescent Program 58 PEOPLE SERVED
Transportation 1,680 PEOPLE SERVED
Recreation Therapy 1,403 PEOPLE SERVED
Vocational Services 288 PEOPLE SERVED
MS General Support 44 PEOPLE SERVED
Chaplaincy 1,541 PEOPLE SERVED
Noble Learning Resource Center 2,280 PEOPLE SERVED
Ambulance Fund 64 PEOPLE SERVED
Patient Assistance Fund 129 PEOPLE SERVED
MS Wellness & Rehabilitation 2,717 PEOPLE SERVED



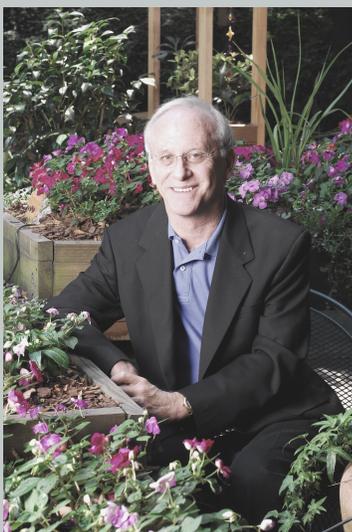
COMMUNITY PARTNERSHIPS

Community Partnerships are integral to the success of Shepherd Center. We collaborate with leading universities, including Georgia Tech and the University of Georgia, to advance brain and spinal cord injury medicine and technology. Shepherd researchers also collaborate with international corporate technology partners, such as Parker Hannifin, to test and enhance new assistive and therapeutic technologies, including robotic devices, to restore function and assist with walking. Our partners understand our consumers are extremely underserved and need as much support as they can receive to achieve the fullest level of recovery and quality of life. Our partners include, but are not limited to:



IN MEMORIAM

REMEMBERING JAMES H. SHEPHERD, JR.



Shepherd Center Co-Founder, James Shepherd passed away in December 2019. In the 46 years since his paralyzing injury, he, along with his parents and Dr. Apple, helped build Shepherd Center as the bridge from "I can't" to "I can".

James was a dedicated and passionate advocate for people with disabilities. It is often said that Shepherd Center restores hope. We know that hope is here because James Shepherd chose to leverage every day to restore hope to those in need.