

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's **Summary Sheet MUST accompany application.**

To obtain an electronic version of this application, visit www.chescocf.org

Date: 10/30/24

Contact Information

Organization Name: Main Line Hospitals, Inc./DBA Bryn Mawr Rehab Hospital ED Name: Meghan Sayer
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Phone: (484) 565-1688 Board Chair Name: Patricia S. Panzo
Website: www.mainlinehealth.org/rehab Board Chair Approval (check here):
Year Incorporated: 1970 Primary Contact Name: Pam Magidson
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Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: As one of the most comprehensive rehabilitation hospitals in PA, the mission of Bryn Mawr Rehab Hospital is to take a creative approach to a wide range of rehabilitation services, doing whatever it takes to help patients re-establish their lives. Our team is dedicated to creating custom therapy plans for each patient, building on every moment of triumph along the way.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

Bryn Mawr Rehab serves patients in Chester County and throughout the surrounding region across eight locations.

Describe Population Served & Annual Number of People Served: In FY24, Bryn Mawr Rehab treated 2,203 inpatients and provided outpatient services to 109,578 patients.

Annual Budget \$ <u>93,150,000</u>	<u>529</u> # of Full-Time Equivalent Paid Staff
<u>75</u> % of budget for program expenses	<u>18</u> # of Board Volunteers
<u>25</u> % of budget for administrative expenses	<u>106</u> # of Active Non-Board Volunteers
<u> </u> % of budget for fundraising expenses*	<u>2,590</u> # of Volunteer Hours
<small>100 % total</small>	

*Fundraising expenses are incurred by the Bryn Mawr Rehabilitation Foundation. FY24 fundraising expenses were \$438,017.

Top 3-5 funding sources: Patient Care Revenue; Grateful Patients/Individual Donors; Art Ability Reception and Exhibition

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$ 500 – 7,500

Proposal Summary: As a non-profit rehabilitation hospital, Bryn Mawr Rehab depends on the support of charitable gifts to help us to add services and programs, purchase new technology, and recruit and retain staff so that we can maintain our commitment to patient safety, quality and equity as we continue our work in advancing the health and wellbeing of the Chester County community.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

▪ **Nonprofit's history, goals, key achievements and distinctiveness**

Bryn Mawr Rehab Hospital, a member of Main Line Health, is a not-for-profit rehabilitation hospital located in Chester County. Bryn Mawr Rehab is a leader in the field of physical medicine and rehabilitation, offering advanced inpatient and outpatient rehabilitation services. As one of the most comprehensive rehabilitation systems in the region, we offer services at eight convenient locations. With more than 50 years of clinical excellence, Bryn Mawr Rehab provides outstanding inpatient therapy and medical care for conditions as diverse as spinal cord injury, traumatic brain injury, stroke and orthopaedic injuries. Bryn Mawr Rehab offers a full range of outpatient services, including cancer rehab, post-COVID recovery, comprehensive concussion rehabilitation, driver rehabilitation, assistive technology and vestibular (balance) rehabilitation. In Fiscal Year 2024, Bryn Mawr Rehab treated 2,203 inpatients and provided outpatient services to 109,578 patients.

Bryn Mawr Rehab Hospital is proud to have received the following accomplishments and awards in FY24:

- Bryn Mawr Rehab garnered a 2024 Achievement Award from The Hospital and Healthsystem Association of Pennsylvania, which recognizes hospital initiatives that take innovative approaches to strengthening the safety and quality of care, enhancing operations and patient experience and partnering with their communities to address public health needs. Bryn Mawr Rehab received the award for its achievements in educating staff on proper application of federal quality indicators, resulting in facility performance that exceeded regional and national benchmarks, with sharp increases in percentages of patients meeting self-care and mobility goals at discharge.
- Bryn Mawr Rehab ranked #7 in Pennsylvania as one of America's "Best Physical Rehabilitation Centers 2023" by *Newsweek* magazine. The *Newsweek* assessment focused on quality of treatment and therapy, services such as meals and leisure activities, follow-up care, and accommodation and amenities. The list was based on a national online survey of experts, quality metrics from the Centers for Medicare & Medicaid Services and accreditation data.

▪ **Funding request**

Description of key initiatives

- **Creative Arts Therapy:** This impactful alternative therapy method uses the creative process of making and/or appreciating art or music to improve the physical, mental and emotional well-being of individuals of all ages. Individual or group sessions are led by specially trained staff to provide individualized care and support designed to meet the unique needs of patients as they cope with illness, injury and hospitalization. Creative Arts Therapy has been shown to facilitate mind-body connection, assist patients in exploring intense emotions that accompany the rehabilitation process, encourage self-expression, reduce stress and anxiety, and promote healing and self-awareness. Combined with conventional therapy, Creative Arts Therapy can significantly decrease depression, improve physical function and increase quality of life. Bryn Mawr Rehab has provided this therapy to patients with diagnoses such as stroke, brain injury, orthopaedics injury or disability, spinal cord injury, cancer and deconditioning.
- **Drivers Rehab Program:** Patients work one-on-one with a team of certified driver rehabilitation specialists to ensure a safe start, return, or continuation to their driving, including hands-on training in specially adapted vehicles. With the aid of modern adaptations and specialized training, getting

patients back on the road is proven to increase quality of life and economic opportunities for those returning to work. The Driver Rehabilitation Program aids more than 400 people every year and is licensed as a private driver training school by the PA Department of Education.

- **Patient Therapy Scholarship Fund:** This fund provides patients and families with financial support for therapy, medical equipment or social services vital to recovery that they otherwise could not afford. Funds cover a variety of needs ranging from prescription coverage to powered wheelchairs. All scholarship recipients are vetted for need by our case management department, and services received are deemed vital to continued recovery and safety.
- **Art Ability:** Since 1996, Art Ability has provided artists with disabilities with a unique and accessible venue in which to display and sell their work. Each fall, a twelve-week annual, international juried exhibition and sale of art and fine crafts is held, showcasing art produced by individuals with physical, cognitive, hearing and visual disabilities. The most recent exhibitions featured more than 400 pieces of art, sculpture and jewelry by 200 artists. Artists receive 80% of proceeds from the sale of their pieces, with 20% earmarked to support Rehab's nationally-recognized patient treatment programs.
- **Project SEARCH:** This educational and work transition program provides adults with disabilities with opportunities to achieve sustainable employment and greater independence. Through a combination of on-the-job experience, job coaching and mentoring, participants gain skills and experience that enable them to compete for jobs on an equal footing with other candidates. Since its establishment in 2010, the program has helped nearly 92% of participants gain meaningful employment.
- **Horticultural Therapy:** At the Sydney Thayer III Horticultural Center, Rehab offers horticultural therapy, an innovative treatment that uses plants and plant-related activities to assist people with disabilities or traumatic injuries. Horticulture therapy provides a variety of benefits to patients including the improvement of mobility, coordination, balance, endurance, memory and socialization skills in this natural, therapeutic setting.
- **Community Health and Equity:** Bryn Mawr Rehab's Community Health and Outreach (CH&O) department works to address underlying causes of chronic diseases, eliminate disparities in care, and improve the overall health and wellbeing of those living in the region. Through partnerships with community organizations, the department coordinates educational outreach events, healthcare screenings and other innovative programs to establish a culture of health in our local community. Additionally, the department completes a Community Health Needs Assessment (CHNA) and a companion CHNA Implementation Plan. The most current CHNA report (July 2021 through June 2023) identified seven key priority areas of need including: Mental and Behavioral Health, Access to Care, Chronic Disease Prevention and Management, Maternal Health and Senior Care needs, Diversity, Respect, Equity and Inclusion, and Social and Economic Conditions (e.g. food access, housing and other socioeconomic barriers).

Specific needs and issues to be addressed

Donor funds directed towards Bryn Mawr Rehab will support key initiatives in the following ways:

- **Creative Arts Therapy:**
 - As music and art therapy are not reimbursable by health insurance, charitable contributions make it possible to offer these impactful therapies to patients free-of-charge
 - Support of art therapist and music therapist positions
 - Purchase of needed materials such as musical instruments, art supplies, and music and art therapy technology and equipment
 - Support of patient activity resources and support group resources
- **High Priority Technology & Equipment Needs:** Unrestricted funds support the purchase of state-of-the-art tools and resources that provide patients with the best possible care, such as the following items purchased last year:
 - AccuVein AV500, an ultrasound device that illuminates the veins in a patient's arm, making it

- easier to identify appropriate sites for inserting IVs and drawing blood
- Ceiling lifts to assist caregivers in safely moving patients from the bed to a wheelchair
- Drivers Rehab Program:
 - Maintenance of fleet of adapted vehicles and equipment such as hand controls, steering devices, or pedal modifications
 - Support of team of licensed occupational therapists and certified driver rehabilitation specialists with advanced training and licensing as certified driving instructors by the Pennsylvania Department of Education
- Patient Therapy Scholarship Fund:
 - Neuropsychology and therapy visits
 - Purchase of durable medical equipment (i.e., wheelchairs, walkers and orthotics)
 - Patient co-pays for prescriptions
- Art Ability:
 - Shipping costs
 - Program marketing within the community
- Project SEARCH:
 - Purchase of program enhancements, such as iPads and apps, to assist interns with disabilities in the building of their skills
 - Support of a Benefits Counselor to help interns navigate the impact on disability benefits once they secure a job
- Horticultural Therapy:
 - Purchase of plants and supplies for patient project activities
 - Upkeep of the greenhouse and outdoor grounds
- Community Health and Equity:
 - Charitable donations support efforts to address underlying causes of chronic diseases and eliminate disparities in care through providing healthcare screenings (i.e., cholesterol, blood pressure, cancer and stroke) and educational seminars focused on prevention of chronic diseases such as cardiovascular conditions, diabetes, cancer and behavioral health.

Why it is important to fund this now

Making Bryn Mawr Rehab a philanthropic priority helps us with our mission to provide our patients with state-of-the-art, individualized care to meet their health care needs and improve their quality of life. Support from the Chester County Community Foundation’s Donor Advised Funds will enable us to add services and programs, purchase new technology, and recruit and retain staff so that we can maintain our commitment to patient safety, quality and equity as we continue our work in advancing the health and wellbeing of those in Chester County and beyond in need of high-quality rehabilitation services.

How impact and results will be demonstrated

Improved short and long-term outcomes, including reduced hospital stays and fewer patient readmissions, will serve as evidence of the impact of Bryn Mawr Rehab’s highly regarded inpatient and outpatient rehab, day treatment programs, and key initiatives in advancing the health and wellbeing of our community. Bryn Mawr Rehab utilizes the results of patient satisfaction surveys to help identify any needs to be addressed and make continuous improvements to patient care services.

Additionally, the Community Health Needs Assessment provided by Main Line Health’s Community Health and Outreach (CH&O) department tracks and reports community health metrics (e.g. access to affordable health care, drug overdose statistics and cancer mortality rates). This data is utilized to identify regional health priorities and issues specific to Bryn Mawr Rehab’s service area and to produce implementation plans to respond to unmet health needs.