

# Community Benefit Financials

YEAR – July 1, 2018, to June 30, 2019

Moffitt Cancer Center’s Community Benefit initiative supports patients, families and clinicians through advancing cancer prevention, early detection, clinical care and research, especially for those at-risk populations disproportionately impacted by cancer.



## RESEARCH

Clinical and community health research, as well as general health care delivery studies shared with the public and funded by the government or a tax-exempt entity

**\$25,703,804**

## MEDICAID SHORTFALLS

The Medicaid program pays Moffitt less than it costs the organization to provide care to its Medicaid patients

**\$25,959,684**

## COMMUNITY HEALTH IMPROVEMENT SERVICES

Cost of activities and events carried out to improve community health beyond patient care

**\$586,125**

## HEALTH PROFESSIONS EDUCATION

Cost associated with clinical education and training for physicians and medical students not including government funding

**\$16,311,694**

## COMMUNITY BUILDING ACTIVITIES

Cost of developing community-building programs and partnerships that address the root causes of health problems and offer the expertise and resources of the health care organization:

**\$50,347**

## CHARITY CARE

Total cost of services incurred by Moffitt to provide medical services to patients who are unable to pay

**\$28,131,030**

## COMMUNITY BENEFIT OPERATIONS

Costs associated with community benefit strategy and operations, including assigned staff and community health needs assessment costs:

**\$144,247**



\* The full report of the 2020-2022 Implementation Plan is available on Moffitt’s website at <https://moffitt.org/publications/community-benefit>

# Community Benefit 2019



## Community Benefit Accomplishments

*In Fiscal Year 2019, Moffitt Cancer Center completed its final year of the 2016-2019 Implementation Plan.\* The content below provides an overview of the progress made toward achieving the goals to address Access to Care and Screening and Prevention.*

### ACCESS TO CARE

#### 1. Improve access to health-related resources for those in need within the primary service area

- A searchable, web-based Community Resource Directory was developed to provide Moffitt's team members with a tool to use when navigating patients and community members in need of services.
- The database includes approximately 100 community agencies and resources and has had 165 page views from July 2017 to May 2019.

#### 2. Provide increased navigation services for patients and community members

- A Community Navigator, hired as part of a one-year grant, assisted nearly 50 community members with appointments, Language Services, and transportation during cancer screening and treatment services.

#### 3. Support community advocacy to increase access to transportation

- Along with other businesses, Moffitt donated \$25,000 to the Hillsborough Area Regional Transit Authority (HART) to help fund a new bus route system, the Uptowner, that will circulate USF and neighboring businesses in the university area.

### SCREENING AND PREVENTION SERVICES

#### 1. Increase awareness and education of cancer prevention and screening

- Public Service Announcements (PSAs) featuring celebrities were developed to promote cancer screening for breast, lung, colorectal and prostate cancer. PSAs were distributed through television broadcast and digital platforms, and [www.canscreen.org](http://www.canscreen.org) was created for viewers to obtain more information about cancer screenings.



TWO INTERNAL  
PATIENT NAVIGATORS

assisted patients in overcoming barriers and coordinating clinical care throughout their cancer experience.

198

Adolescent & Young Adult patients in Sarcoma, Gynecologic Oncology and Neuro-Oncology Clinics

513

Patients in the Head and Neck Clinic



TV BROADCAST

719 total PSA airings

6.1 million impressions



DIGITAL TRACKING

1.9 million impressions

9,241 clicks



WEBSITE

From September 2017 to May 2019

3,728 total sessions

(1 session=actively engaged with site during a 30-minute timeframe)