

## Appendix D: REFERENCE FOR CHAPTER 4

# Determining What Counts as Community Benefit

The following table provides examples of activities and programs that should and should not be counted as community benefit along with a supporting rationale for the determination. The examples are shown by community benefit category.

This table can be downloaded from the CHA website at [www.chausa.org/guideresources](http://www.chausa.org/guideresources).

Examples of **community health improvement services** that should and should not be reported are as follows:

COMMUNITY HEALTH IMPROVEMENT SERVICES		
ACTIVITY OR PROGRAM	REPORT	EXAMPLE RATIONALE
Immunization for low-income children	Yes	Public health priority, relief of government burden
Flu shots for employees	No	Cost of doing business, more benefit to organization than community
Health screening program in low-income community	Yes	Enhances access, health education
Health screening program in upscale mall for marketing purposes	No	More benefit to organization than community
Health education regarding diabetes	Yes	Public health priority

Marketing material for orthopedic program	No	Marketing focus, more benefit to organization than community
Outreach to help seniors remain independent in their homes	Yes	Public health priority
Discharge planning function	No	Represents the current standard of care, required for licensure
Taxi vouchers for low-income persons	Yes	Provides access to care for vulnerable persons
Van service between wealthy retirement community and only the organization	No	Benefits the organization more than the community

Examples of **health professions education activities or programs** that should and should not be reported are as follows. (Currently appears in Instructions for IRS Form 990 H)

<b>HEALTH PROFESSIONS EDUCATION ACTIVITIES OR PROGRAMS</b>		
<b>ACTIVITY OR PROGRAM</b>	<b>REPORT</b>	<b>EXAMPLE RATIONALE</b>
Scholarships for community members	Yes	More benefit to community than organization
Scholarships for staff members	No	More benefit to organization than community
Continuing medical education for community physicians	Yes	Accessible to all qualified physicians
Continuing medical education for own medical staff	No	Restricted to own medical staff members

Nurse education if graduates are free to seek employment at any organization	Yes	More benefit to community than organization
Nurse education if graduates are required to become the organization's employees	No	Program designed primarily to benefit the organization

Examples of **subsidized health services** that should and should not be reported are as follows:

<b>SUBSIDIZED HEALTH SERVICES</b>		
<b>ACTIVITY OR PROGRAM</b>	<b>REPORT</b>	<b>EXAMPLE RATIONALE</b>
Clinics for low-income persons	Yes	Enhances access
Prenatal classes for mostly insured persons	No	Current standard of care
Mental health service with high census and Medicaid patients	Yes	Responds to need and provides access for low-income consumers
Mental health service with low census that loses money	No	Need not established and may reflect poor business decision
Emergency room operated at a loss	Yes	Provides access to care for all patients, including low-income and uninsured patients
Cosmetic surgery and other elective care for which financial assistance is not available	No	Difficult to establish community need and inaccessible for patients needing financial assistance

Examples of **research programs** that should and should not be reported as follows:

<b>RESEARCH PROGRAMS</b>		
<b>ACTIVITY OR PROGRAM</b>	<b>REPORT</b>	<b>EXAMPLE RATIONALE</b>
Research on how to reduce disparities in cancer	Yes	Community need
Study on whether to open a new cardiac unit	No	Market research
Study on how to triage ER patients, results published in professional journal	Yes	Results shared with others
Quality assurance study on reducing medication errors	No	Finding used solely by the organization

Examples of **cash and in-kind contributions** that should and should not be reported are as follows:

<b>CASH AND IN-KIND CONTRIBUTIONS</b>		
<b>ACTIVITY OR PROGRAM</b>	<b>REPORT</b>	<b>EXAMPLE RATIONALE</b>
Donation to community clinic	Yes	Enhances access
Executive time at a charity golf outing	No	Unrelated to health/mission
Cost of staff working in a free clinic while on hospital payroll	Yes	Commitment of organization's resources
Value of staff time when volunteering on their own time	No	Benefit provided by the staff, not the organization

Equipment with remaining useful life donated to community clinic	Yes	Equipment has financial value and donation results in net financial cost
Equipment that has been fully depreciated	No	Equipment has been fully expensed – only new cost for delivery can be reported
Emergency funds provided to individuals in the community	Yes	Benefits the community more than the organization
Emergency funds provided <b>a)</b> to employees or <b>b)</b> by employees	No	<b>a)</b> Benefits only persons internal to the organization and <b>b)</b> not an expense of the organization

Examples of **community-building activities** that should and should not be reported are as follows:

COMMUNITY-BUILDING ACTIVITIES		
ACTIVITY OR PROGRAM	REPORT	EXAMPLE RATIONALE
Housing for low-income seniors	Yes	Community need/access to housing
Housing for employees	No	Restricted to individuals affiliated with the organization
Violence prevention program	Yes	Public health/social need
Staff in-service education on domestic abuse	No	In-service education is cost of doing business and standard of care
Advocacy on access to health care, public health, transportation	Yes	Community need

Advocacy for enhanced reimbursement	No	Benefits the organization
Physician recruitment in a medical shortage area	Yes	Responds to community need and improves access
Physician recruitment to add capacity (psychiatry likely to be exception)	No	Benefits the organization more than the community

Examples of **community benefit operations** that should and should not be reported are as follows:

<b>COMMUNITY BENEFIT OPERATIONS</b>		
<b>ACTIVITY OR PROGRAM</b>	<b>REPORT</b>	<b>EXAMPLE RATIONALE</b>
Consultant fees for conducting community assessment	Yes	Critical for effective community benefit program
Consultant fees for feasibility study of new service line	No	Related to operations of the organization
Fundraising for community benefit activities	Yes	Related to community need
Fundraising for new technology	No	Related to operations of the organization
Attending workshop of community benefit program evaluation	Yes	Directly related to community benefit program
Attending workshop on management skills	No	Not related to community benefit program