

bi3

Bethesda Inc.'s
grants initiative to
transform health



Maximizing
Positive Impact
Amid Crisis

2020 IMPACT BY THE NUMBERS



\$5,043,315

Total new grants awarded



\$9,100,540

Total grant payouts



12,402+

People helped by bi3 grants throughout the year



bi3-funded initiatives secure

\$6,115,000

in additional funding



193

Fewer infant deaths in Hamilton County over 8 years of impact



100,000+

People reached through bi3's social media, publications and speaking engagements



\$3,120,000

To support COVID-19 relief to TriHealth and the community



\$680,000+

Invested in TriHealth's diversity, equity and inclusion activities

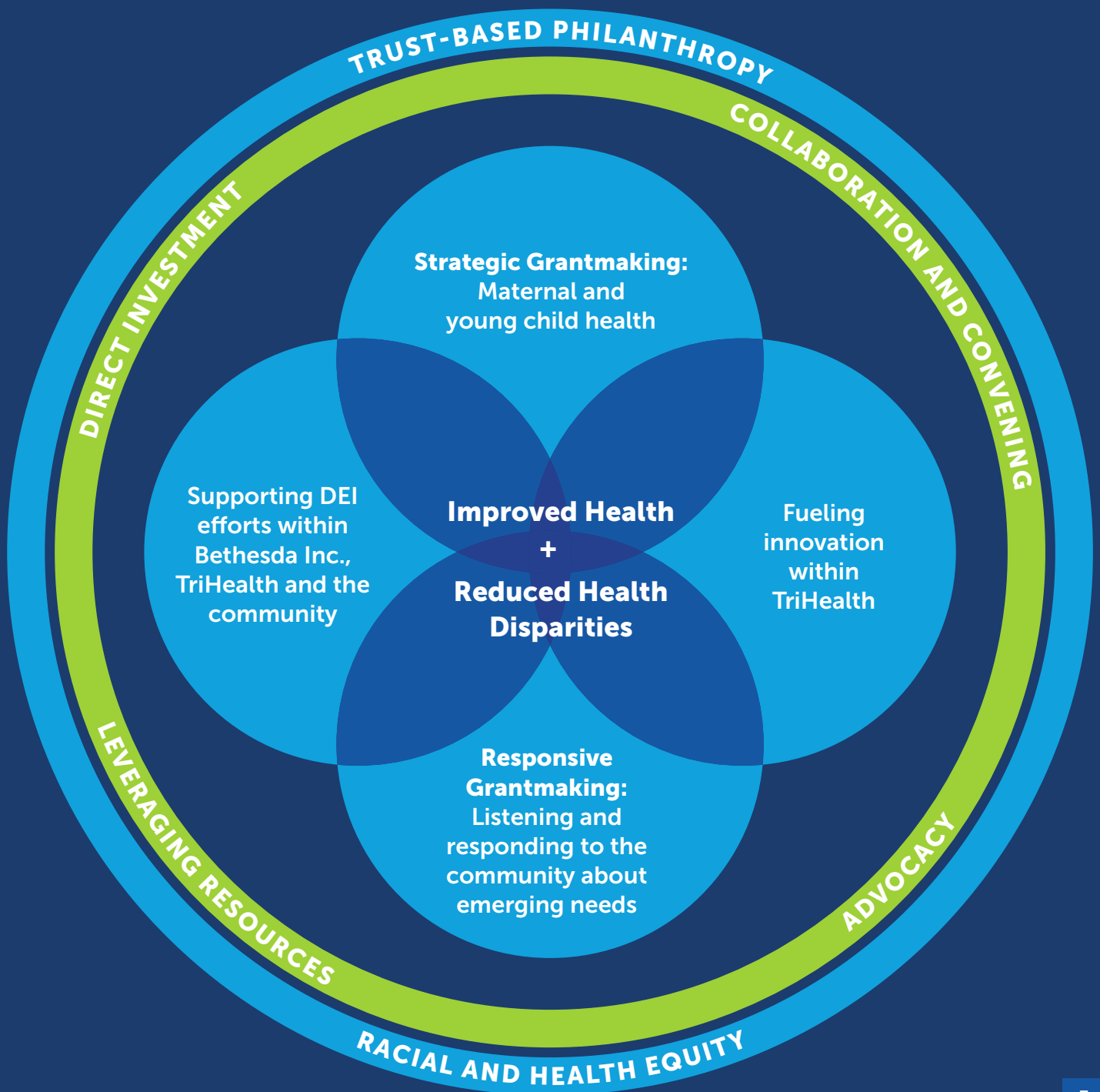


61

New grants awarded; more than doubling community partners

Charting the Path Forward

Bethesda Inc. launched bi3 to leverage its assets to spark innovation within TriHealth and our community. In 2021, bi3 will continue applying both a Trust-Based Philanthropy approach and a racial & health equity lens to improve health and reduce health disparities.



Responsive Grantmaking: Listening and responding to the community about emerging needs



bi3 COVID-19 Response

\$1M+

to support TriHealth team members impacted by the COVID-19 pandemic



Awarded a total of **\$1.6M** to 37 grantees to increase organizational capacity to deliver virtual services



\$500,000
to the COVID-19
Regional Response Fund



Jill Miller chaired the COVID-19 Regional Response Fund, which distributed **\$7.2M** to 260 diverse organizations



"Nominated by the United Way and Greater Cincinnati Foundation for her leadership, Jill Miller received a Pillar Award for Community Service, presented by Smart Business Cincinnati, that represents the power of collaboration and the compassion of the human spirit."

Thank you to Bethesda Inc. and bi3 for awarding us the Transforming Health Through Capacity Building grant! As someone who has worked for over 13 years in nonprofits, I have yet to see a grantor provide a technology grant on this scale. To be able to purchase brand new laptops and meet the software needs of the organization allows small nonprofits like RefugeeConnect the ability to support its constituents without worrying about how to pay for advanced technology to effectively fulfill our mission. Thank you for your foresight and for recognizing our work.

Kristen Burgoyne, RefugeeConnect

Strategic Grantmaking: Maternal and young child health

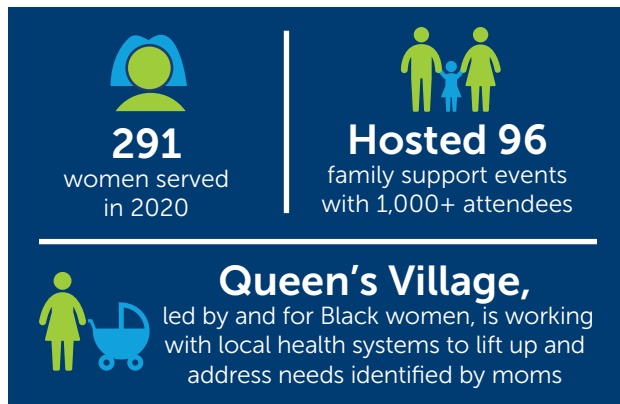


Since 2013, bi3 and its partners have been focused on reducing Hamilton County's high infant mortality rate, particularly for Black families, who are disproportionately impacted. Recently, there are promising improvements:

- In 2019, fewer Black babies died in Hamilton County than ever before, marking two consecutive years of improvement driven by notable declines in extreme preterm birth.
- Preliminary data for 2020 indicates that, again, the infant mortality rate will be one of the lowest in recent years.

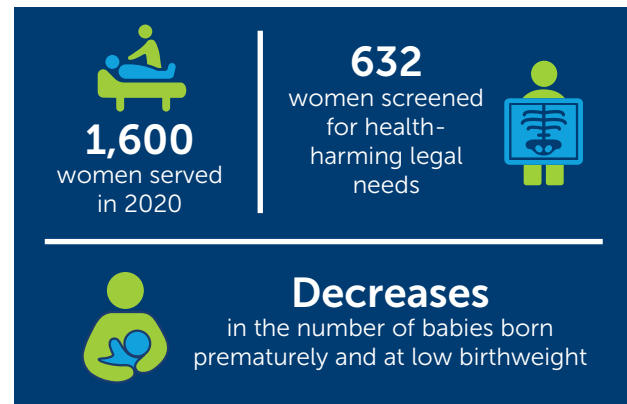
Cradle Cincinnati Connections: Supporting moms in the community

Sparked by a \$1.6M grant from bi3, Cradle Cincinnati expanded the mother-centered model of care to 12 additional neighborhoods.



Good Samaritan OBGYN Center: Implementing a new clinical model of care

Supported by a \$3.7M bi3 grant to surround moms with medical and social services at one access point in TriHealth's recently opened OBGYN Center



Building Sustainability Through Advocacy

bi3 is engaging in policy and advocacy to accelerate impact in maternal and infant health and create lasting systems change.

[Click on the plus signs to get more detail on these efforts.](#)



Supporting DEI efforts within Bethesda Inc., TriHealth and the community



bi3 is fueling community conversations and understanding about racial and health equity through a variety of initiatives, grants and sponsorships:



TriHealth Diversity, Equity and Inclusion Initiatives (DEI)

- » In 2020, bi3 made a **\$662,500** investment in TriHealth to help accelerate and scale efforts to attract and build a diverse workforce, deliver culturally competent care and reduce health disparities.
- » bi3 is funding TriHealth's participation in the Institute for Healthcare Improvement's Pursuing Equity Learning and Action Network through a **\$20,000** grant. TriHealth is the only Ohio healthcare system to take part in the initiative.
- » Building on its \$1M investment, bi3 continues its support of TriHealth's School to Work Program, in partnership with Cincinnati Public Schools, to introduce a diverse set of students to careers in healthcare and ultimately increase minority leaders, physicians, and team members to better meet the needs of our community.
- » bi3-funded implicit bias training for the staff at the newly launched Good Samaritan OBGYN Center.



schoolto**work**

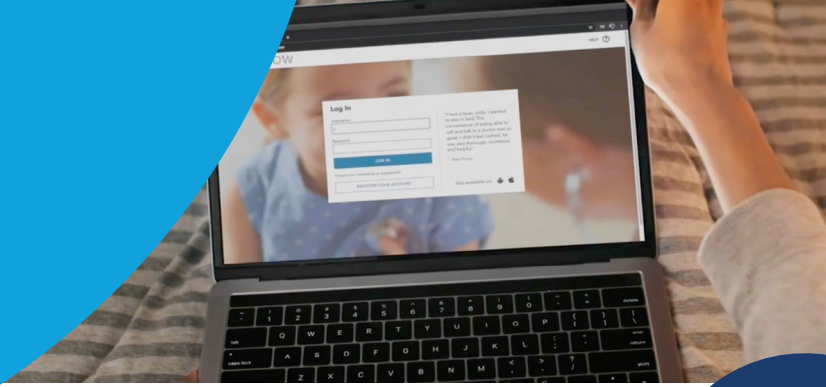
Community Racial Equity Education & Awareness

- » **1,200 people** participated in Greater Cincinnati Foundation's 2020 Racial Equity Matters Series. bi3 is renewing as a presenting sponsor in 2021.
- » bi3 also sponsored the Greater Cincinnati Chamber of Commerce's Racial Equity Series with **1,449 total attendees, many of which were executive leaders.**

Bethesda Inc. President Jill Miller serves on the TriHealth DEI Task Force charged with creating a framework for and measuring progress toward addressing health disparities and building a more diverse, equitable and inclusive culture.



Fueling innovation within TriHealth



TriHealth Telehealth: Offering care where patients are

- A \$3.84M bi3 grant to fund TriHealthNow in 2019 helped TriHealth **quickly pivot and expand telehealth services** in the pandemic climate, positioning it to become **a new standard model of care**.

TriHealth Corporate Health: Creating sustainable behavior change

- TriHealth Corporate Health's bi3-funded *CC Pop Health (Consumer-Centricity and Population Health)* program **launched its first prototype** to serve congestive heart failure patients by creating tools to help providers better understand and communicate with their patients to inspire changes in patient behaviors.
- Initial results showed a **36% decrease in readmission** rates.
- Cost savings from this translated into a **\$6M** return on investment.



Hospice of Cincinnati: Better navigating long term and end-of-life care

- bi3's \$5M plus investments over the last decade fueled Conversations of Lifetime and PalliaCare Cincinnati, **supporting Hospice of Cincinnati's newly launched care model, HOC Navigators**.



2020 Palliative Care Impact:



670
patients served



30%
improvement in
symptoms was
reported by patients



56%
fewer ED and
inpatient hospital
stays

TriHealth Cancer Institute: Tailoring care to a patient's unique factors

- In 2020, bi3 awarded a **\$293,000** grant to plan and implement TriHealth's Precision Medicine Institute to deliver personalized care based on an individual's unique set of clinical factors and social situation.



bi3 leads innovative approaches

bi3 practices the philosophy of Nelson Mandela:

We never fail; we win, or we learn.

bi3 initiatives not only prioritize achieving outcomes and sustainability. They also seek to capture lessons for continuous improvement and to inform the field.

Fueling Best Practices and Models:

Parent Connex named evidence-based program by Centers for Disease Control (CDC)

Parent Connex, a partnership between Beech Acres, TriHealth Pediatrics and Cincinnati Children's Hospital, connects parents with individualized parenting support by linking it to a typical pediatrician visit.

- The CDC designation requires extensive research and consistent outcomes. It is significant as few programs nationally achieve this status. This designation positions the initiative to scale and serve as a best practice nationwide.
- Parent Connex was featured in the Health Affairs Journal, The Journal of Pediatric Health and Local 12 in Cincinnati.
- As teams continue to search for a sustainable payment model, Parent Connex will move to a fee-for-service model to keep the program in place.

Mother-centered care model to combat infant mortality

- Cradle Cincinnati is leading an eight-city learning collaborative to replicate the team-based model of care originally funded by bi3.
- bi3 was invited by a Bethesda Inc. Board Member to present the care model to address infant mortality to the Studer Family Children's Hospital in Pensacola, Florida.

Growing Presence as Thought Leader:

Integrating Behavioral Health into Primary Care Learning Series Paper

- In 2015, bi3 awarded a \$3.3M grant to TriHealth to identify and implement a patient-centered approach to integrate behavioral health into primary care practices. bi3 developed a Learning Series Paper detailing the approach and lessons learned. The national journal Health Affairs, published a blog highlighting bi3's Integration of **Behavioral Health into Primary Care**. The resulting story was one of the **Top 5 blogs read in 2020**, indicative of the enormous need across the nation.

Sharing Lessons

bi3 continues to grow its presence as an expert and thought leader through the networks of its Board members, as well as staff commitment to continuing to share findings.

- Jill Miller recently joined the Board of Philanthropy Ohio, a statewide coalition of philanthropic organizations.
- The work of bi3 was featured in national and regional news sources such as Becker's Healthcare Podcast, Busy Leader's Podcast, and Spectrum News.



Learn more

Visit the links below to learn more about the impact of bi3-funded initiatives in 2020 and hear from grantees:

Charting the path forward

- [How bi3 is Building On, and Building In, Trust](#)

Responsive Grantmaking: Listening and responding to community about emerging needs

- [\\$1.6 million in capacity-building grants](#)
- [COVID-19 Regional Response Fund](#)

Strategic Grantmaking: Maternal and young child health

- [Cradle Cincinnati](#)
- [Queen's Village](#)
- [Good Samaritan OBGYN Center](#)

Supporting DEI efforts within BI, TriHealth and the community

- [LEAD Magazine: "Transforming Health Improving Racial Equity"](#)
- [School-to-Work program](#)
- [Greater Cincinnati Foundation's Racial Equity Matters Series](#)
- [Greater Cincinnati Chamber of Commerce's Racial Equity Series](#)

Fueling innovation within TriHealth

- [TriHealth Telehealth](#)
- [TriHealth Corporate Health's Consumer-Centricity and Population Health Program](#)
- [Hospice of Cincinnati](#)

bi3 leads innovative approaches

- [Health Affairs: "Treating Children, Coaching Their Parents"](#)
- [Health Affairs: "How We Are Integrating Behavioral Health Into Primary Care"](#)
- [Becker's Healthcare Podcast with Jill Miller](#)
- [The Busy Leader's Podcast with Jill Miller](#)
- [Spectrum News: "New Grant Helps Close the Health Gap"](#)

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