

DUPLIN GENERAL HOSPITAL

2008 REPORT TO THE COMMUNITY

OUR FAMILY. CARING FOR YOURS.


DUPLIN GENERAL HOSPITALSM
A University Health Systems Affiliate



Message from the President

COMMUNITY BENEFIT

PATIENT SERVICES

Licensed beds	101
Admissions	4,205
Surgeries	1,972
Births	749
ED visits	18,174
Outpatient visits	28,795

ECONOMIC IMPACT

Total # employees	439
Salaries/wages/benefits	\$18,259,339
Capital funds reinvested	\$2,918,563

COMMUNITY BENEFIT AND BAD DEBT

Unreimbursed Medicare/Medicaid	\$1,779,782
Charity care	\$123,355
Community benefit programs/services	\$160,868
Bad debt	\$4,128,112
Total community benefit and bad debt	\$6,192,117

Fiscal year 2008 covers October 1, 2007 through September 30, 2008.

As we enter a new year, I am excited to report that we have made great strides in providing the best healthcare possible for our community. Our relationship with University Health Systems of Eastern Carolina (UHS) continues to grow and provide us with crucial resources and expertise. We have expanded our services, improved the quality of care we provide and are working to continue to bring new technology to Duplin County.

We also continue our Journey to Excellence, an organizational development program that focuses on service excellence through five basic pillars: People, Quality, Service, Growth and Finance. These are the areas that are the heart of what we do and guide our operations.

PEOPLE: The people who work at DGH are our greatest resource. We strive to recruit and retain talented people who are passionate about the work they do. Over the past year we have conducted employee education forums, enacted peer interviewing as part of the job-hiring process and established standards of performance that relate back to our mission, vision and values.

Our employee reward and recognition program wrapped up a successful first year by spotlighting many of our valuable staff members. Carrie Tyler, who works in our dietary department, earned the required number of Frequent Flyer miles (FFM) to qualify for *captain's choice* level. Employees can earn FFMs by going above and beyond their job requirements, having a great attitude and being a team player. Tyler accumulated more points than any other employee, and the entire DGH family celebrated her accomplishment.

QUALITY: Safety is the foundation of the care we provide at DGH. Over the

course of the past year, we have educated our staff and physicians, in addition to initiating a Safety Culture Program that promotes communication, critical thinking and working closely with others to ensure the best possible care for our patients.

Quality plays a major role in what we do on a day-to-day basis with our patients, and we have put a great deal of emphasis on it over the past year. We are proud that DGH earned the UHS 2008 Green Giant Quality Award, given annually to the UHS hospital that achieves the most *successful outcomes* on its hospital quality scorecard. We did this through the hard work of a group of dedicated people focusing on processes, accountability and follow-up on items that improve patient care. Nurses, physicians, technicians, hospital leadership and many others have contributed to the great progress we have seen in this area.

SERVICE: Patient satisfaction is, and continues to be, an area in which we diligently work to improve our service. Through communication and visits with patients, family members and staff, we are learning where we can make improvements. We are also looking closely at areas where we can be more efficient in the way we provide services to patients. Our goal is to provide a great experience for the citizens of our county needing health care services.

DGH strives to provide additional benefits to the community, especially to our students. Over the past year, we hosted numerous Duplin County Schools students interested in health-care careers and nursing students from various learning institutions, including James Sprunt Community College and East Carolina University. Last summer, we conducted one of our most successful Junior Volunteer programs, working with



Above: As a part of the Duplin General Hospital Journey to Excellence reward and recognition program, DGH employees who earned 75 Frequent Flyer miles in 2008 were invited to a special reception to celebrate their achievement.

Above right: Marley Blanchard served as a junior volunteer at the hospital last summer. One of the many areas she worked in was the skilled nursing program where she provided musical entertainment for the patients.

Right: The Duplin General Hospital Surgery Department is growing its services by offering more orthopedic procedures such as hip replacements. DGH also is in the process of recruiting another orthopedic surgeon.



students between the ages of 13 and 18.

To create awareness about identified health issues in our community, we launched a community services position at DGH. Our representative goes out into the community and focuses on educating the public about diabetes, pediatric asthma, strokes and heart disease.

Dr. Danny Pate, our medical staff chief, is a great asset and continues to serve as a physician champion for our hospitalist program. Not only is he a doctor who delivers great care, he is also a genuine person who invests a lot of time in the hospital and with the people of this community.

FINANCE AND GROWTH: Last November we opened a new imaging suite that features a state-of-the-art 64-slice CT scanner, and in April we started offering digital mammography service. The CT Scanner is so sensitive it

can capture images of a beating heart in just five beats, and the digital mammography system is faster and easier to use. We can produce clear, precise images in two minutes from just one scan.

Physician recruitment is a priority area for us. In June, Dr. Tammi Roos joined the DGH staff as chief anesthesiologist, and we recruited Dr. Michael Lam, a cardiologist associated with the East Carolina Heart Institute. Dr. Lam is the first cardiologist to serve DGH full-time and will treat patients at the Duplin Heart Clinic on the third floor of the hospital's south tower.

We are also working on recruiting a full-time orthopedic surgeon, additional hospitalists and other physicians.

The DGH Foundation Community Benefits Grants committee was created and accepted applications to fund health-related projects. The grants committee

is slated to award more than \$98,000 to Duplin County organizations for the 2008–2009 year. UHS has extended the Community Benefits and Health Initiatives Grants program to DGH.

As you read at the beginning of this letter, our staff works every day to provide the best possible healthcare to the people of Duplin County. In the coming months we plan to implement many important initiatives, including patient- and family-centered care. That means we are going to work in partnership with families to provide the highest quality care for patients and our community. It is our mission: to enhance the quality of life for the people and the communities we serve, touch and support.

Harvey Case

Harvey Case
President, Duplin General Hospital



Carrie Tyler, a dietary department staff member at Duplin General Hospital, earned the required number of Frequent Flyer miles (FFM) to qualify for *captain's choice* level. FFM's are a part of the hospital's Journey to Excellence reward and recognition program. She accumulated more points than any other DGH employee during the 2008 fiscal year and celebrated with hospital leadership in October. From left (front row) are: Pam Phillips, Thomasine Kennedy, Tyler, Murray Roberts, Harvey Case, Dr. Danny Pate; (back row) Kenneth Smith, Glenn Jernigan, Jim Jackson and Reginald Wells.

PROGRAMS AND SERVICES

24-Hour Emergency Department

Acute trauma care
Helipad
Minor care

Anesthesia

Daytime Hospitalist Program

Diagnostic and Therapeutic Services

Laboratory
Pharmacy
Physical therapy
Speech therapy
Occupational therapy

Intensive Care Unit

Medical Imaging

64-slice CT Scanner
(computerized tomography)
Arterial doppler unit
Bone density tests
Diagnostic ultrasound tests
Digital mammography
Dual-head nuclear medicine scanner
MRI (magnetic resonance imaging)
Nuclear cardiology testing
Obstetrical, vascular and cardiac ultrasounds
X-ray

Outpatient Specialty Clinics

Cardiology
Gastroenterology
Nephrology
Neurology
Ophthalmology
Orthopaedic surgery
Otolaryngology (ear, nose and throat)
Outpatient surgery
Pathology
Pediatric cardiology

Pulmonology
Sleep diagnostics lab
Vascular surgery

Psychiatric Program

24-Hour
Adult inpatient

Women's Center

Antepartum/postpartum care
Caesarean section
Gynecology care
Private labor, delivery, recovery suites
Obstetrics, labor and delivery
Newborn nursery

Skilled Nursing Program

Surgical Services

Cataract
Endoscopy
General surgery
Gynecological
Inpatient/outpatient surgery
Laparoscopic surgery
Orthopaedics
Pediatric Dental

Telemedicine Clinical Services

Dermatology
Gerontology
Infectious disease
Neurology
Pediatric cardiology
Plastic surgery
Pulmonology

COMMUNITY PROGRAMS

Advance directives
Health screenings
Bone density
Blood pressure
Breast cancer
Cholesterol
Child car seat safety education
Community Benefits Grants Program
Duplin Partners for Health

Health Fairs
Job-shadow program
Nutrition counseling
Medication information
Physician recruitment
Respiratory health

Latino Health Care Access

Translators
Education
Cultural training

Foundation

Golf tournament
Tree of Hope
Duplin Winery Christmas show
Hired executive director
Funded floor renovation in main lobby
Funded new furniture in ICU waiting room

Volunteer Opportunities

Junior volunteer summer programs
Hospital Auxiliary
Adult volunteer activities
Volunteers gave \$1,950 to the hospital for equipment and other projects

CONTRIBUTIONS

During 2008, DGH and its staff contributed time and money to a number of local agencies, including:

American Cancer Society Relay for Life
American Red Cross
Boys & Girls Club of Eastern North Carolina
Carolina East Homecare and Hospice
Duplin County Rotary Club
Duplin County Sheriff's Office
Duplin General Hospital Foundation
James Sprunt Community College nursing scholarships

Local chambers of commerce
Local churches
Local police departments
Local school sponsorships
Other civic and community programs

LEADERSHIP

Board of Directors

Thomasine Kennedy, Chair
Earl F. Brinkley
Willie Gillespie
James A. Jackson
Glenn Jernigan
Wendy Murphy
C. Daniel Pate Jr., MD, Chief of the Medical Staff
Murray Roberts
Kenneth L. Smith
Reginald Wells
Franklin Williams

Foundation Board of Directors

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Becky Ross, Vice President of Nursing Services and Chief Nursing Officer
Lucinda Maready, Vice President for Financial Services
Pansy Chase, Director of Human Resources
Laura Maready, Director of Marketing

For a copy of the 2008 annual report for University Health Systems, call 252-847-4526. The annual report is also available online at www.uhseast.com.