

PITT COUNTY MEMORIAL HOSPITAL

2008 REPORT TO THE COMMUNITY

OUR FAMILY. CARING FOR YOURS.

 UNIVERSITY HEALTH SYSTEMS
Pitt County Memorial Hospital



Message from the President

COMMUNITY BENEFIT

PATIENT SERVICES

Licensed beds	761
Admissions	38,566
Surgeries	32,464
Births	3,939
ED visits	95,229
Outpatient visits	234,901

ECONOMIC IMPACT

Total # employees	6,696
Salaries/wages/benefits	\$406,164,000
Capital funds reinvested	\$112,376,000

COMMUNITY BENEFIT AND BAD DEBT

Unreimbursed Medicare/Medicaid	\$53,539,000
Charity care	\$17,327,000
Community benefit programs/services	\$39,355,000
Bad debt	\$33,486,000
Total community benefit and bad debt	\$143,707,000

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

The past year at Pitt Count Memorial Hospital was one of engagement, growth and focus on creating additional value for the communities and people we serve. We continue to work to become the destination hospital for tertiary care for our region, the preferred provider sought by patients, families, and healthcare professionals because of our outstanding reputation and care.

Fiscal year 2008 also was an important year for the entire medical community as we had welcomed back Dr. Paul Cunningham as dean of the Brody School of Medicine at East Carolina University. Dr. Cunningham has a long history with PCMH—first as a surgeon in Bertie County, then as chief-of-staff and medical director of our trauma program. We are excited to welcome Dr. Cunningham home. His long history of service in eastern North Carolina will offer invaluable expertise as he works to fulfill the school's mission.

Throughout the year, the staff at PCMH has worked diligently to fulfill our strategic goals in five core areas:

PEOPLE: PCMH is a wonderful hospital because of our people. Several of our PCMH nurses were once again featured in the Great 100 Nurses in North Carolina. In fact, the School Nurse Association of North Carolina named Regina Wyatt, one of our school nurses, as the 2008 School Nurse of the Year. As part of our internal communications efforts, employees demonstrated a significant level of engagement, with more than 10,000 attending our series of employee forums that encourage improved, two-way communications about hospital issues and service to our patients and community.

QUALITY: In 2008 PCMH was recognized nationally by VHA as the model for hospitals to adopt in testing and treating all patients for MRSA, an antibiotic-resistant

type of staph infection. We entered into new territory almost two years ago by becoming one of only two hospitals in the country to initiate MRSA screening.

A further testament to our focus on quality, PCMH received re-designation as a Level 1 Trauma Center from the Committee on Trauma of the American College of Surgeons. This designation recognizes that PCMH employees and physicians provide the standard of excellence in emergency care to eastern Carolina.

The Commission on Cancer of the American College of Surgeons granted PCMH a three-year approval with commendation as a Teaching Hospital Cancer Program. And finally, the Commission on Accreditation of Rehabilitation Facilities reaccredited through 2010 the Regional Rehabilitation Center at PCMH.

SERVICE: PCMH launched a new model of care called patient- and family-centered care. This is a philosophy, an approach to care that recognizes the patient and family as essential and valued members of the care team. It creates fundamental changes in the patient-caregiver relationship, as basic as our no longer viewing family members as visitors with limited access. We believe our patients and families will have a better experience because of this new and innovative approach.

This past year, we made final preparations to open the East Carolina Heart Institute at Pitt County Memorial Hospital, a state-of-the-art, six-story new bed tower that centralizes all cardiovascular services. The new bed tower is expanding PCMH's capacity so we will be able to treat more people for heart and vascular disease, which is so prevalent in eastern Carolina.

PCMH also received grants from the Duke Endowment totaling more than \$1.8 million. The grants provided funding for the Center for Children with Complex and

Chronic Conditions, Partners for Rural Nursing and the Comprehensive Inpatient Palliative Care Program.

FINANCE: Running our hospital efficiently and effectively continues to be a key area of emphasis. We look for opportunities to enhance our hospital through improved efficiencies and being as effective as possible in all we do. This past year, PCMH surpassed its financial goal by earning a total income of \$37 million. All of these funds have been committed to support our continued growth and improved services.

GROWTH: PCMH continues to look for new and innovative ways to better serve our region by growing and enhancing state-of-the-art services and equipment, through new facilities and by partnering with other healthcare providers throughout the region and across the state. We believe that the people of eastern North Carolina deserve the very best care as close to home as possible. In 2008, we were pleased to be part of the opening of a new inpatient hospice facility, a new amyotrophic lateral sclerosis (ALS) clinic, and a new Wound Care Center. In addition, the PCMH Board of Trustees approved \$42 million for the expansion of Children's Hospital at PCMH.

Finally, with the opening of the new East Carolina Heart Institute, our partnership with the East Carolina University Brody School of Medicine and our private practice physicians will help us deliver world-class cardiac care right here in eastern North Carolina.

From all the members of our PCMH family, thank you for the opportunity to serve you and your neighbors throughout eastern North Carolina.



Stephen J. Lawler
President, Pitt County Memorial Hospital

PROGRAMS AND SERVICES

Bariatric Surgery

Designated as a Center of Excellence by the American Society for Bariatric Surgery. Offers the roux-en-Y gastric bypass and LAP-BAND® procedures along with promoting wellness programs for lifetime weight management.

Behavioral Health Services

Provides inpatient services to adults with mental illness and/or mental retardation.

Cancer Services

Provides comprehensive cancer services through prevention, screening and early detection programs and services.

Children's Hospital

The only one in eastern North Carolina; includes a Level 3 neonatal intensive care unit and a pediatric intensive care unit.

East Carolina Heart Institute at Pitt County Memorial Hospital

Offers diagnostic and interventional medical and surgical services. Surgeons here have pioneered minimally invasive surgical techniques, including robotic-assisted procedures.

Gamma Knife® Center

Surgery without a knife for treating a range of conditions, including tumors, that affect the brain.

HealthSteps

A rehabilitation/intervention program that uses exercise, diet and lifestyle changes to help patients who have a history of cardiovascular and pulmonary disease or who are at risk for developing problems.

MedDirect

An extension of the PCMH emergency department, MedDirect provides convenient, walk-in care for patients with injuries and illnesses that are not life threatening.

Orthopedic Services

Offers joint replacement surgery, spine treatment and sports medicine plus rehabilitation for a variety of musculoskeletal injuries.

Pain Management Center

Provides evaluation and treatment services for patients with chronic pain. A collaborative effort of PCMH, Pitt County Anesthesia Associates and the Brody School of Medicine at East Carolina University.

Primary Stroke Center

The only primary stroke center east of I-95, as certified by the Joint Commission. Provides prompt treatment, administering the clot-busting drug tPA when appropriate, and regional education to help prevent stroke.

Regional Rehabilitation Center

Accredited by CARF for 10 inpatient and outpatient rehabilitation programs for adults and children. Provides aquatic therapy, vestibular rehabilitation, vocational evaluation and speech-language pathology and audiology services.

Sleep Center

Diagnoses and treats disorders that interfere with natural sleep in adult and pediatric patients.

SurgiCenter of Eastern Carolina

An accredited, freestanding ambulatory surgery facility serving patients who need same-day or overnight surgical care.

Trauma and Critical Care

The region's only Level 1 trauma center; includes emergency and critical care surgery, intensive care and rehabilitation services. Emergency room transports provided by EastCare air and ground services.

University Health Systems

Home Health and Hospice

Provides healthcare for patients in the comfort of their homes as well as care and support for terminally ill patients and their families. Medicare certified.

Women's Center

Provides birthing rooms, traditional labor and delivery services, breastfeeding support, post-partum follow-up and educational programs.

Wound Healing Center

Provides specialized care, including hyperbaric oxygen therapy, for a variety of chronic wounds such as those caused by diabetes, infection and injury.



Mrs. Helen Hunter, wife of Jim "Catfish" Hunter, along with PCMH officials and several ALS patients, cut the ribbon on the new Jim "Catfish" Hunter ALS Clinic at Pitt County Memorial Hospital.



UHS officials and community leaders cut the ribbon for the new Service League of Greenville Inpatient Hospice.

COMMUNITY PROGRAMS

Community Care Plan of Eastern Carolina

A partnership involving hospitals, physicians, health departments, social agencies, and the Brody School of Medicine. Provides case management and coordination of care to Medicaid enrollees in the region.

Community Health Programs

Collaborates with local government and private agencies to address health issues in Pitt County. Programs include pediatric asthma, pediatric obesity, school health and senior services.

Eastern Carolina Injury Prevention Program (ECIPP)

Promotes and supports community projects and systems that decrease the incidence and severity of injuries.

Lifeline®

A personal emergency response system for your home that dispatches an ambulance, police or fire departments and calls family or neighbors if you need help.

ViQuest Center

A 52,000-square foot, fully equipped wellness center. Provides a range of

activities and programs to promote healthy lifestyles in adults and children. Memberships are available to the community.

LEADERSHIP

As of October 1, 2008

Medical Staff Leadership

Timothy Reeder, MD, 2009 Chief of Staff
Anand Tewari, MD, 2008 Chief of Staff
Walter Pofahl, II, MD, 2007 Chief of Staff
Paul Shackelford, MD, 2006 Chief of Staff

PCMH Executive Staff

Steve Lawler, President
Diane Poole, Executive Vice President
Barbara Batts, Assistant Vice President, Women's and Children's Services
Clyde Brooks, MD, Medical Director, Clinical Operations
Steve Butler, Assistant Vice President, Operative Services
Mary Chatman, Chief Nursing Officer
Tom Czaplijski, Vice President, Operations
Jeffery Dial, Vice President, Support Services
Martha Dixon, Vice President, Rehabilitation and Behavioral Health Services

Kathy Dutton, Vice President, Emergency Services

Brian Floyd, Vice President, Cardiovascular Services and Executive Director, East Carolina Heart Institute
Todd Hickey, Vice President, Cancer and Clinical Services

Linda Hofler, Vice President, Quality
David Hughes, Senior Vice President, Finance
Ernest Larkin, MD, Chief Medical Officer
Brent Mallek, Vice President, Human Resources

Sanjay Saha, Vice President and Executive Director, Surgical Services
Paul Shackelford, MD, Medical Director, Quality and Safety
Sue Taylor, Assistant Vice President, Medicine

Jennifer Thomas, Assistant Vice President, Specialty Services
Steve Tripp, Executive Director, SurgiCenter of Eastern Carolina
Anna Weaver, Assistant Vice President, Surgical Services

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.