Huntsville Hospital is governed by The Health Care Authority of the City of Huntsville, a board of local volunteers appointed by the Huntsville City Council. Huntsville Hospital does not receive any tax support. Any excess revenue realized by the hospital is reinvested in services for our patients and community.

Medical Staff Leadership

Department Chairs
Jeffory J. Prylinski, DO; Anesthesiology
Swati Thotakura, MD; Emergency Medicine
H. Kirk Holdsambeck, MD; Family Practice
Suresh Karne, MD; Medicine
Krishna Kakani, MD; OB/GYN
Stephanie L. Jackson, MD; Pathology
Charles R. Horton, Jr., MD; Pediatrics
Trevor Lindsay, MD; Psychiatry
Darren L. Johnson, MD; Radiology
John D. Johnson, MD; Surgery

*Medical Staff leadership team reflects 2012 - 2013 year.
Your community hospital

We are pleased to provide you with this Community Report for 2012-2013. Huntsville Hospital is your hospital, and it’s our privilege to serve you and your family.

We live in a very challenging period in health care and though the future is difficult to predict, we remain fully committed to providing quality care and service to the patients who come to us. We recognize that we’re part of a team, including more than 720 physicians on our medical staff, 7,000 employees and hundreds of supporters and volunteers in our community. It takes all of us. In fact, it takes cooperation across communities and providers in our region. That’s why we have developed Huntsville Hospital Health System to enhance services and address issues that all of us face in North Alabama. Working together, we are better able to meet the challenges of improving care in an increasingly difficult economic environment.

Thank you for trusting Huntsville Hospital with your care. Thank you as well for sharing your gifts through Huntsville Hospital Foundation. Since 1895, we have existed for one single purpose and that is to serve our community. We look forward to continuing that service in 2014.

Sincerely,

Philip W. Bentley, Jr.  
Chairman

David S. Spillers  
CEO
Delivering in Madison
More families are choosing Madison Hospital for their special deliveries. In fact, more than 500 babies have been delivered in Madison since the hospital opened in 2012.

Vein services available across facilities
Huntsville Hospital’s services for patients with venous reflux disease, a painful condition often associated with varicose veins, were expanded during the year with the opening of the Madison Hospital Vein Center. Vein services are also available at Huntsville Hospital and the Heart Center.

Bereavement Care program established
This program was established to provide encouragement and support for families of patients who have passed away in the hospital. Services of Remembrance are held to honor those who have passed away.

Socially speaking
Thousands of Facebook fans are updated daily by Huntsville Hospital, Madison Hospital and the Wellness Center. A growing number of followers — now nearing 1,000 — regularly receive tweets from Huntsville Hospital, Madison Hospital and Huntsville Hospital Sports Center. In addition, Huntsville Hospital has a dedicated YouTube channel for videos related to the Health System.

Robotic services expanded
Huntsville Hospital’s surgical capabilities expanded this year with the acquisition of a second da Vinci robot. The robots are used in gynecological, urological, cardiac and oncology procedures. The hospital’s first thoracic robotic procedure for the treatment of lung cancer was performed in 2013. Future growth of our robotic program is bright.

Hospice joins hospital family
The community’s first and only not-for-profit hospice joined Huntsville Hospital, providing a service not previously available through the hospital. Huntsville Hospital also provides palliative care services.
Focusing on quality
There’s no higher priority at Huntsville Hospital than providing quality care for our patients. We are committed to continual improvement and transparency in our performance. Once again, in 2013, Huntsville Hospital published a comprehensive Quality Report to our community.

• Huntsville Hospital and Madison Hospital Breast Centers received perfect scores on their inspections by the Food & Drug Administration.
• Our stroke care, heart failure treatment program and care for heart attack patients were recognized by the American Heart & Stroke Association’s Get With The Guidelines® program.
• BlueCross BlueShield awarded Blue Distinction recognition for our cardiac care, knee & hip replacement and bariatric surgery programs.

Our new front yard on the main campus.
**Bridge to Twickenham Square**

Construction is underway on a pedestrian bridge over Gallatin Street to the new privately-developed Twickenham Square in the medical district. The bridge connects Huntsville Hospital to a new building which will include the hospital’s Clinical Laboratory.

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**Volunteers make the difference**

Huntsville Hospital is governed by an all-volunteer board, and volunteers who serve throughout the organization are a vital part of our team. In fact, more than 600 adults and teens donated more than 150,000 hours of service during the past year. Thank you to the Huntsville Hospital Auxiliary, the American Red Cross, Senior Horizons and many other groups and individuals for helping us take care of our patients and their families.

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**On the road for better health**

It hasn’t taken long for our Mobile Medical Unit (MMU) to become a fixture in our community. In 2012-2013 the MMU served more than 5,400 persons at 151 events in Huntsville, Gurley, New Market, Triana, New Hope, Owens Cross Roads, Madison, Hazel Green and communities throughout the region.

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**Outpatient Pharmacy now available**

The Huntsville Hospital Outpatient Pharmacy has started filling prescriptions for the convenience of patients and their families. Medications can now be delivered to patient rooms at discharge.

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**Saving lives through early diagnosis**

A major reason that lung cancer is so deadly is the delay in diagnosis. During the past year a group of physicians in our community, along with Huntsville Hospital and Clearview Cancer Institute, formed the *Alliance for Lung Cancer Excellence* to increase awareness of the value of early diagnosis through lung screenings and to expedite treatment for patients who are diagnosed with lung cancer.
Specialists for your children

When children are hospitalized, Pediatric Hospitalists serve as the quarterback for the care team of pediatric specialists. Huntsville Hospital for Women & Children now offers pediatric hospitalist services 24-7. Our team of six physicians and three certified nurse practitioners is led by Dr. Mark Sapp, medical director.

Always Here. Only for Kids.

As one of only three hospitals in Alabama dedicated to caring for children, Huntsville Hospital for Women & Children continues to provide the most advanced pediatric services, including the region’s only Pediatric ER. This special unit operates around-the-clock with physicians and nurses who only treat children. Equipped with kid-sized instruments, the staff focuses on reducing pain and anxiety, making an ER visit a little easier for our patients — and their parents.

More special deliveries

With the region’s most experienced program and only level III Neonatal Intensive Care Unit, it’s no wonder more mothers choose Huntsville Hospital for Women & Children than any other facility in Alabama. Nearly 5,000 babies got their start in the world in our hospital during the past year.

When the risk is high

In 2013, Huntsville Hospital welcomed the region’s only full-time Maternal Fetal Medicine specialist, Dr. Margaret Carter, to the medical staff. Dr. Carter and her staff provide care and treatment to women whose pregnancies are considered high risk.
Huntsville Hospital Foundation provided critically needed equipment and programs for Huntsville Hospital’s three campuses, thanks to gifts from thousands of individuals, companies and organizations in our community. We appreciate their generosity and thank them on behalf of our patients, who are the true beneficiaries of their lifesaving and life changing support.

Contributions to Huntsville Hospital Foundation are tax deductible and may be unrestricted gifts or designated for a specific hospital unit or program. To find out how you can support Huntsville Hospital and Madison Hospital, please call (256) 265-8077 or visit huntsvillehospitalfoundation.org.

Helping tiny babies

Tripp Oakley, age 4, is a “graduate” of Huntsville Hospital for Women & Children’s Neonatal ICU. Tripp now participates in the annual Swim for Melissa with his team, Believe in Miracles, and raises funds to “help the tiny babies” in the NICU.

Madison Hospital

The Foundation funded the purchase of patient monitors, surgery equipment and blanket warmers for Madison Hospital, as well as a breast mammography machine for the Madison Hospital Breast Center.

Surgery

The Foundation purchased several vital signs monitors and anesthesia monitors for the Surgery Department, including two monitors specifically designed for infants and children.

Millennium Society helps cancer patients

The Millennium Society’s 100 members joined forces to fund one of two apheresis machines that the Foundation purchased for the hospital’s Stem Cell Transplant program. The machine harvests a cancer patient’s stem cells, which are later transplanted after the patient completes high dose chemotherapy.

New equipment for Emergency Department

The Foundation funded the purchase of a LUCAS chest compression system for the Huntsville Hospital Emergency Department, with hopes to provide systems at all three hospital campuses. The LUCAS system provides continuous chest compressions for cardiac arrest patients and a steady supply of oxygen to the heart and brain. Pictured are CAS Cares members Tonya Ross and Laura McCown who toured the Emergency Department and saw a demonstration of the machine.
Grateful patient gives back

Cardiac bypass patient Bill Roark, with the physicians, nurses and technicians who cared for him, is grateful for the diagnostic and surgical technology made possible by Foundation donors. Bill made a generous donation to the cardiovascular program and even wrote a poem to honor his Care Champions.

10th Annual Liz Hurley Ribbon Run

Proceeds from the Liz Hurley Ribbon Run provide diagnostic technology for the Huntsville Hospital and Madison Hospital Breast Centers. Survivor Bonny O’Brien with Lite 96.9 is surrounded by her team at the 2013 Ribbon Run.
Reaching out to the community

The community benefit of a hospital can be measured by the number of people served and in the services that are provided free or below actual cost. As our community’s health care safety net, Huntsville Hospital’s actual cost of providing these services in 2012-2013 exceeded what the hospital was paid by $61,565,046.*

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
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<tr>
<td>Charity care</td>
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<tr>
<td>Uncollected accounts</td>
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<td>Medicaid</td>
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<td>Medical education</td>
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<td>Community Health Initiative grants</td>
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<td>Support of schools</td>
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<td>Community classes, screenings and support for health events</td>
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<tr>
<td><strong>Community Benefit</strong></td>
<td><strong>$61,565,046</strong></td>
</tr>
</tbody>
</table>

* All data and financial figures are for Huntsville Hospital, Huntsville Hospital for Women & Children and Madison Hospital, reflecting only the operations in Madison County.

Beyond the walls of the hospital

The Community Health Initiative, a 17-year program of Huntsville Hospital, supported 14 local agencies this past year with grants of more than $500,000 for innovative health programs in our community. Since its inception, the program has provided $7.8 million in grants to 40 not-for-profit agencies.
Stronger together

Huntsville Hospital Health System continued to bring together like-minded providers to better serve patients throughout our region and to more effectively respond to changes in our industry.

Managing health in Medicaid

The past year brought a glimpse of the future through a pilot project that managed the health of a group of Alabama Medicaid patients. North Alabama Community Care, Inc., is a model for what is expected to be the new way of delivering care to large populations.

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Health System

- 1,807 Licensed beds
- 160,998 Adjusted patient discharges*
- 59,042 Surgical cases
- 316,535 Emergency visits
- 11,000 Employees

*Adjusted discharges represent the total of inpatient discharges and a weighted percentage of outpatients that were treated. Data as of June 30, 2013.
The mission of Huntsville Hospital is to provide quality care that improves the health of those we serve.