Community Report 2014

CARING

leading

serving

giving

sharing

connecting

advancing

celebrating

HUNTSVILLE HOSPITAL FOUNDATION
Serving Huntsville & Madison Hospitals
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. Pylinski, DO; Anesthesiology
- Helen Robinson, MD; Emergency Medicine
- Lon Arthur Haskell, MD; Family Practice
- Jason T. Smith, MD; Medicine
- John David Wheeler, MD; OB/GYN
- L. Allen Perkins, MD; Pathology
- Lee D. Morris, MD; Pediatrics
- Scariya Kumaramangalam, MD; Psychiatry
- Darrin L. Johnson, MD; Radiology
- Michael Dean McFadden, MD; Surgery

**Service Line Representatives**
- Sudheer R. Kantharajpur, MD; Hospitalist Services
- Joseph W. Clark, MD; Orthopedic Services
- Jeffrey S. Johnson, MD; Madison Hospital
- V. Ross Hunter, MD; Cardiovascular Services

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*B Medical Staff leadership team reflects 2014 - 2015 year.*
Our Mission
Provide high quality care and services that will improve the health of those we serve.

Our Vision
To be one of the best health systems in America and consistently strive to provide clinical and service excellence.

Our Values
Accountability, Compassion, Excellence, Innovation, Integrity and Safety
Dr. Alex Vasquez, a cardiologist with Heart Center, Inc., led a team of cardiovascular specialists in performing the first TAVR procedure at Huntsville Hospital. Transcatheter Aortic Valve Replacement is an option for patients who suffer from severe aortic stenosis and who are not candidates for traditional open heart surgery.

Heart rhythm issues affect millions of Americans. Patients received new-generation defibrillators and pacemakers in Huntsville Hospital’s electrophysiology lab in procedures performed by Drs. Jay Dinerman, Scott Allison and Paul Tabereaux.

Services continued to grow at Madison Hospital, including general surgery with Dr. Douglas Downey (left) joining Dr. Matthew Hunt in HH Surgical Services of Madison. Nearly a dozen surgical specialties are now available at Madison Hospital.

A Walk-in Clinic was opened on Airport Road for patients with minor illnesses.

More than 5,100 babies were born at Huntsville Hospital for Women & Children and at Madison Hospital in 2014.
Our new state-of-the-art laboratory opened in late 2014 in Twickenham Place across from the hospital. The lab is connected to our facilities by a pedestrian bridge over Gallatin Street and St. Clair Avenue.

Helen Keller Hospital and Red Bay Hospital strengthened their ties to Huntsville Hospital Health System with a long-term lease agreement; and Curae Health, a new not-for-profit system with hospitals in Russellville, Winfield and Haleyville, affiliated with us to help strengthen the care provided in those northwest Alabama communities.

New leaders were named at the Health System level and at two affiliate hospitals in 2014. Kelli Powers, who served as CEO at Athens-Limestone Hospital, was named Chief Financial Officer of the System, following the retirement of Lonnie Younger. She was succeeded at Athens by David Pryor. In Sheffield, Paul Storey assumed the role of CEO at Helen Keller Hospital.
With Hospice Family Care a part of our Health System, plans are now underway to build a much-needed inpatient hospice unit for our community on the campus of Redstone Village.

Alabama Community Care

Alabama Community Care was established as a Regional Care Organization by Huntsville Hospital, Sentara Healthcare and other Medicaid providers to serve Medicaid patients in the region beginning in 2016.

Having regular check-ups with your primary care physician is a major factor in better health. If you are looking for a physician, Huntsville Hospital Physician Care is ready to serve you with convenient offices located throughout the community. Call (256) 265-3000 for more information.

The 2014 Quality Report to the community reflected the successes and the challenges we face in delivering quality care to our community.

The Rapid Medical Assessment area in the Pediatric ER was opened at Huntsville Hospital for Women & Children.
Huntsville Hospital’s Mobile Medical Unit served more than 6,000 persons at 212 events in 2014.

Huntsville Hospital’s Corporate Wellness team is prepared to serve your company and employees with the most comprehensive services in the region.

Pictured left to right: Pranteek Patnaik, Charlene Learner, Heather Whorton, Rachel Murie and John Reynolds.

The Pharmacy opened two new locations in the Medical Mall and Heart Center.

Dr. Joe Sharp examines a patient at the Local Government Employee Health Clinic which opened in 2014 in the Medical Mall. The clinic serves employees of Madison County and Huntsville Utilities, as well as their adult dependents.
Our donors are the best! Thanks to the generosity of individuals, companies and organizations from across north Alabama, Huntsville Hospital Foundation provided equipment and programs for all of Huntsville Hospital’s three campuses in 2014 — and what a difference their gifts have made! Below is just a sampling of the generosity shared by donors who gave from the heart.

**Taking breast cancer awareness on the road**

Kathy and Marty Shea with Madison RV donated a brand new pink RV to the Foundation’s Liz Hurley Breast Cancer Fund. The RV is being utilized for breast cancer outreach and awareness, as well as special event appearances.

**A lifesaving anniversary gift**

Thanks to the generosity of employees at Dynetics, Inc., every baby born at Huntsville Hospital for Women & Children and Madison Hospital goes home with a “Halo” sleep sack, designed to help prevent Sudden Infant Death Syndrome (SIDS). The Dynetics gift was given in honor of the company’s 40th anniversary. Pictured are President Dave King, CEO Marc Bendickson, Ann Tiller, Kristen Mitchell and Tom Gates with Neonatal ICU nurse Amanda Stephens (center).

**A gift of gratitude**

Grateful heart patient Hal Pullum made a special donation in honor of his favorite caregiver, Rebecca Kinnebrew, RN. A few weeks after Hal was discharged from the hospital, the Foundation recognized Rebecca as a Care Champion, and Hal was there to surprise her with roses and a special note of gratitude.

**A legacy of giving**

Huntsville Hospital Foundation named the Gerry Johnson Board Room at Madison Hospital in memory of Gerry, founding hospital Advisory Board member and passionate advocate for Madison Hospital. The Johnson family and their business, Terramé, are longtime friends and supporters of the Foundation. Pictured at the plaque unveiling are Gerry’s wife and children Charles Johnson, Mike Johnson, Bertia Johnson, Terri Honeycutt and Jeff Johnson.

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.
Corporate generosity

Intergraph has been the generous founding sponsor of the Foundation’s Huntsville Classic since the inaugural event in 1989. Pictured at the 2014 Classic Golf Tournament are Intergraph team members Charles Evans, Larry Eakes, Scott Moore and Chuck Jones.

Servants’ hearts

Several Foundation volunteers were honored for their exceptional service at the Societies of 1895 & 2012 Recognition Dinner held in October: Pam Liotta, representing the Fraternal Order of Eagles/Eagles Auxiliary; and Reneé Shaw, representing Short Stop Silk Screen Graphics, both named Outstanding Foundation Partners; Beth Martin, Trustee Leadership Award; Dr. Meyer Dworsky, recipient of the Carl A. Grote, Jr., MD Outstanding Physician Advocate Award; and Donna Palumbo, Outstanding Community Volunteer. Employees representing the hospital’s Plant Operations and Security departments were also honored.

On behalf of our patients, who are the true beneficiaries of our donors’ lifesaving and life changing support, we extend our heartfelt thanks!

Huntsville Hospital Foundation Trustees

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Chairman
Candy C. Burnett
President

“I am excited to be a member of the Huntsville Hospital Foundation Women’s Advisory Council and to benefit from the informative speakers who present at the meetings. This is only one example of the many opportunities that I have been offered since becoming a Foundation donor. I am a very grateful donor to the Foundation and their work to provide important technology and programs for Huntsville Hospital’s patients. The benefits I have received by being a donor to the Foundation have far exceeded the value of my donation,” said Cam McCaulley, pictured with Tom Rhamstine at the Societies of 1895 & 2012 Recognition Dinner.
Successful accreditation review by the Joint Commission

Received highest ratings for our Joint Camp knee replacement program - Consumer Reports Magazine

Named among “100 Hospitals with Great Heart Programs” - Becker’s Hospital Review

Recognized as one of the “Top 150 Places to Work in Healthcare” - Becker’s Hospital Review

Maintained certification as a Primary Stroke Center and received the Get With the Guidelines Gold Plus Achievement award from the American Heart and Stroke Association for the fourth consecutive year.

Hospital Board chairman Phil Bentley was named the Alabama Hospital Association’s Trustee of the Year

50 years of neurosurgery at Huntsville Hospital

40 years of partnering with UAB in training family practice residents in our hospital
## By the numbers

**July 1, 2013 - June 30, 2014** *(for Madison County operations only)*

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Number or Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients admitted</td>
<td>42,317</td>
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<tr>
<td>Observation patients</td>
<td>13,955</td>
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<tr>
<td>Outpatient registrations</td>
<td>579,477</td>
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<tr>
<td>Emergency visits (3 locations)</td>
<td>151,795</td>
</tr>
<tr>
<td>Births (W&amp;C and Madison)</td>
<td>5,189</td>
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<tr>
<td>Surgeries performed</td>
<td>36,962</td>
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<tr>
<td>Cardiac surgeries</td>
<td>1,168</td>
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<tr>
<td>Cardiac catheterizations</td>
<td>6,418</td>
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<tr>
<td>Laboratory tests</td>
<td>4,332,106</td>
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<tr>
<td>Imaging procedures</td>
<td>388,073</td>
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<tr>
<td>Audited operating expenses</td>
<td>$822,954,299</td>
</tr>
<tr>
<td>Salaries &amp; benefits</td>
<td>$459,590,557</td>
</tr>
</tbody>
</table>

## Charity care

- **Charity care**..............................$14,400,000
  - non-reimbursed cost to hospital

- **Uncollected accounts**...................$40,800,000
  - cost to hospital

- **Medicaid**.................................$9,894,584
  - non-reimbursed cost of care for patients with Medicaid

- **Medical education**......................$3,596,461
  - non-reimbursed cost of educating residents & interns

- **Community Health Initiative grants**  | $500,000
- **Support of schools**....................$1,250,000
- **Community classes, screenings and**...$250,000
  - support for health events

## Community Benefit

- $70,691,045

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

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Over the past 10 years, thousands of children have been transported on our Kids Care unit. Last year the unit got a makeover... Rocket City style.

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