

BERTIE MEMORIAL HOSPITAL

2008 REPORT TO THE COMMUNITY

OUR FAMILY. CARING FOR YOURS.


UNIVERSITY HEALTH SYSTEMS
Bertie Memorial Hospital



Message from the President

COMMUNITY BENEFIT

PATIENT SERVICES

Licensed beds	6
Admissions	435
Surgeries	863
Births	n/a
ED visits	7,948
Outpatient visits	18,133

ECONOMIC IMPACT

Total # employees	135
Salaries/wages/benefits	\$7,465,000
Capital funds reinvested	\$731,000

COMMUNITY BENEFIT AND BAD DEBT

Unreimbursed Medicare/Medicaid	\$752,000
Charity care	\$120,000
Community Benefit programs/services	\$52,000
Bad debt	\$1,114,000
Total community benefit and bad debt	\$2,038,000

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

In fiscal year 2008, Bertie Memorial Hospital added people, programs and services that have moved us forward in our Journey to Excellence. Through the efforts of our highly competent and professional staff, we have truly lived our mission of enhancing the quality of life for the people and communities we serve, touch and support. Our staff and physicians continue to provide compassionate, quality care, treating every patient like family. At BMH, “Our Family, Caring for Yours” is more than a slogan; it is why we are here. We’d like to share with you some of the incredible things we have done this fiscal year to ensure we can continue to meet your healthcare needs.

PEOPLE: The people of BMH are the heart and soul of our organization. We believe that providing employees with a work environment where they can continue to learn and grow is key to success. This year we implemented a clinical ladder for nursing and radiology as part of our Professional Development Program. This program provides our employees with opportunities and rewards for advancement in their fields. We also continued work with the nationally recognized Baptist Leadership Institute and the UHS Institute for Leadership Excellence. These leadership development programs ensure that BMH will continue to have a highly skilled and competent work force. Balancing this hard work, our team also participated in community events such as hospital night at the Edenton Steamers. BMH and Chowan Hospital co-hosted a double-header in July, where the children of staff members sang the national anthem and threw out the first pitch before enjoying some good old-fashioned summer fun.

QUALITY: At BMH providing quality care is always our No. 1 priority. Our

staff has had comprehensive, ongoing training in creating a culture of patient safety, the foundation for quality, satisfaction, and, ultimately, excellence. This year we implemented safety huddles, where staff comes together for just 10 –15 minutes a day to address safety concerns. Though the time is brief, the benefits are immense, as this opportunity ensures that we address any safety issues in a timely and appropriate manner. In addition to huddles, we began bedside reporting on nursing units. This allows nursing, medical and other staff, as well as the patient and family, to discuss the care plan, ensuring coordination of care.

The publicly reported quality and patient experience data for BMH provides evidence that our safety culture is growing and thriving. BMH’s quality indicators for pneumonia, congestive heart failure, and patient experiences are now available online at Medicare’s *Hospital Compare* website. Another new tool we will implement in fiscal year 2009 is HealthSpan, an electronic medical record with built-in safety and quality features to protect patients against medication interactions and other potential safety concerns.

SERVICE: We also are focused on providing compassionate service. At BMH we want to be the best possible hospital, which for us means always being a “10.” To help us achieve that “10” rating we implemented several new initiatives including patient- and family-centered care. Patient- and family-centered care is an approach to care that recognizes the patient and his or her family members as a core part of the care team. We have implemented *Condition H*, which encourages the family member to call a specially trained team of staff for assistance when they notice subtle changes in their loved one. Including the family ensures the



Lee Syphus, director of support services for Bertie Memorial Hospital, encourages Dr. Amanze Ugoji of the Cashie Medical Center to purchase a ticket for the Bertie Memorial Hospital Development Council Denim to Diamonds event. Looking on (back to camera) is Pam Ayers, lieutenant with the East Carolina Health Police Department.

patient will receive the best possible care. We also began using patient and family notepads, a new communication tool that allows any questions our patients and families have to be noted and addressed. Finally, we implemented a new food service to provide our patients with appetizing food that meets their nutritional needs. Meals are prepared at the Chowan Hospital cafeteria then transported to Bertie in special trays to maintain their temperature and flavor. Our staff has also benefited from this new service as they can order meals from the Chowan Hospital cafeteria as well. We are proud of the excellent service our employees provide and of their efforts to improve the patient experience.

FINANCE: BMH continues to be fiscally sound, with fiscal year 2008 bringing the fourth consecutive year of positive financial results. We exceeded many of our financial and operating targets. The BMH Development Council also had a successful year, hosting the first and second annual *Denim to Diamonds* fundraisers. The events raised nearly \$34,000 toward the Council's goal of \$40,000 for the purchase of a digital bone densitometer. This equipment is used to diagnose

osteoporosis and will provide a much-needed service in our community. Finally, the Development Council distributed \$97,000 in Community Benefits Grants to local not-for-profit organizations to support projects addressing pediatric asthma, diabetes prevention and management, access to care, and physical activity and nutrition.

GROWTH: Our staff continues to give back to our community through exceeding our fundraising targets for Relay for Life and the United Way. These fundraising initiatives are supported by leadership, but are truly fueled by the passion and generosity of our staff. The first annual BMH Breast Cancer Awareness Event marked another community activity, with our certified mammography staff organizing and hosting the event. Dr. Bruce Schroeder from Eastern Radiologists provided breast cancer education to almost 30 women. BMH hosted several other screenings including prostate screenings, skin cancer screenings and kidney screenings. Cashie Medical Center also added a new service this year, with the implementation of a diabetes management program funded by the Robert Wood Johnson Foundation. This new program employs

a physician-led team including a nurse, diabetes educator, and pharmacist to help patients manage this chronic disease. The outcomes of this grant-funded initiative will help shape the future of diabetes management. Finally, BMH has welcomed several new medical staff members to our community: Jay Oswald and John Killgore in the Emergency Department; Amanze Ugoji, MD, Cashie Medical Center; and Robert Auton, MD, Bertie Rural Health Associates. We are proud to welcome these new medical staff members and continue the incredible growth of our hospital.

This year has taken us many steps closer to our vision of being the hospital where "incredible people provide incredible care every day." We thank you for allowing us to serve your healthcare needs and look forward to continuing to provide excellent care for you and your loved ones. At BMH, you will truly find "Our Family. Caring for Yours."

Jeffrey N. Sackrison
President, Bertie Memorial Hospital



Attending the Bertie Memorial Hospital breast cancer awareness event were Dr. William Hope, chief of radiology at Bertie and Chowan hospitals; Donna Pierce, lead mammographer at Bertie; Claire Mills, vice president of patient care services at Bertie; Dr. Bruce Schroeder of Eastern Radiologists Inc.; and Becky Testerink, manager of the Breast Imaging Center in Greenville.



Bertie Memorial Hospital hosted a medical staff welcome reception with Windsor Mayor Bob Spivey; Hospital President Jeff Sackrison; John Killgore, family nurse practitioner; Dr. Amanze Ugoji; and Jay Oswald, physician assistant.

PROGRAMS AND SERVICES

24-Hour Emergency Department

Cashie Medical Center
Family Practice

Laboratory Services

Outpatient Specialty Clinics

Cardiology
Gastroenterology
General surgery
Hematology/Oncology
Nephrology
OB/GYN
Orthopedics
Orthotics/Prosthetics
Physical medicine and rehabilitation
Podiatry
Pulmonary
Telemedicine
Urology

Pediatric Asthma Management Program

Radiology and Imaging Center

CT scans
Magnetic resonance imaging (MRI)
Mammography
Ultrasound
X-ray

Rehabilitation Services

Occupational therapy
Physical therapy
Speech therapy

Respiratory Therapy Services

Riverbend Outpatient Behavioral Health Services

Surgical Services

Endoscopy
Gastrointestinal
General surgery
Ophthalmology
Podiatry
Urology

COMMUNITY PROGRAMS

Diabetes Management

Health Fairs

Health Screenings

Blood pressure
Blood sugar
Breast cancer
Diabetes
Glaucoma
Osteoporosis
Prostate cancer
Skin cancer
Vision

Support Groups

Asthma
Cancer
Diabetes

Educational Opportunities

Health careers scholarships
Job shadowing

School and Sport Physical Examinations

Volunteer Opportunities

Volunteers
Volunteers

Speakers' Bureau

CONTRIBUTIONS

During the 2007 year, Bertie Memorial Hospital and staff contributed time and money to a number of local organizations and events, including:

American Cancer Society Relay for Life
Bertie Chamber of Commerce
Bertie County Schools
Bertie Memorial Hospital Night at the Steamers Game
Bethel Assembly of God Medical Missions
Boy Scouts of America
Chicken on the Cashie
NAACP
Rotary Club

Smart Start: Bertie County Partnership for Children

Tee & Sea Fest

Tyrrell/Hyde/Washington County

Fire Department

United Way

Windsor Lions Club

LEADERSHIP

Directors Council

Robert "Bob" Spivey,

Chairperson

William Ballance, MD

Carolyn Bazemore

Karen Binion-Brown, PA-C

Allen Castelloe

Betty Casstelloe

Norman Cherry

Jack Powell

Chief of Medical Staff

William Ballance, MD

Administrative Staff

Jeffrey N. Sackrison, President

Michael E. Dacus, Vice President,

Financial Services and Operations

Claire W. Mills, Vice President,

Patient Care 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.