

**HERITAGE HOSPITAL**

# **2008 REPORT TO THE COMMUNITY**

**OUR FAMILY. CARING FOR YOURS.**

  
**UNIVERSITY HEALTH SYSTEMS**  
*Heritage Hospital*



## Message from the President

### COMMUNITY BENEFIT

#### PATIENT SERVICES

Licensed beds	117
Admissions	5,759
Surgeries	2,214
Births	550
ED visits	20,722
Outpatient visits	20,639

#### ECONOMIC IMPACT

Total # employees	555
Salaries/wages/benefits	\$29,251,000
Capital funds reinvested	\$3,526,000

#### COMMUNITY BENEFIT AND BAD DEBT

Unreimbursed Medicare/Medicaid	\$7,725,000
Charity care	\$666,000
Community benefit programs/services	\$411,000
Bad debt	\$5,740,000
Total community benefit and bad debt	\$14,542,000

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

At Heritage Hospital, as throughout the UHS system, our mission statement—to enhance the quality of life for the people and communities we serve, touch and support—drives everything we do. Members of the Heritage Hospital family have worked hard to ensure the hospital provides the best possible care to your family. Evidence of this hard work was acknowledged by several awards—Heritage accepted a VHA award for National Clinical Excellence in heart attack care as well as a HealthGrades 5-star award for pulmonary care. Our Radiology Department also received accreditation from the American College of Radiology for CAT scan procedures, which adds to our list of outstanding, accredited modalities including nuclear medicine, ultrasound, and mammography.

While the quality of the care provided matters greatly, we also place considerable emphasis on the manner in which our staff treat patients. Our efforts to be the best hospital in patient satisfaction have been recognized by HealthGrades with an award for outstanding patient experience and being in the top 15 percent of hospitals nationwide. HealthStream gave another award for patient satisfaction to Heritage Hospital for our HCAHPS score, a hospital survey conducted nationally allowing hospitals to be directly compared to one another.

A continuing focus through out the year was growing the services available at Heritage Hospital for the community we serve. We are excited about the successful recruitment of many new physicians to the area including David Green, MD; Roy Everett, MD; Hans Crumpler, MD; Azra Shaikh, MD; Peter Moyer, DPM; Divya

Patel, MD; and Mark Gibbons, DO. Dr. Green and Dr. Everett practice Internal Medicine and work at Heritage Hospital as hospitalists. Drs. Crumpler and Shaikh are both Family Medicine practitioners. Dr. Moyer is a Podiatrist, and Dr. Patel specializes in Physical Medicine and Rehabilitation. Dr. Gibbons, a urologist, brings a service to the community that we have not been able to provide for the past several years. These additional physicians were a great help to our Heritage family as we experienced the busiest year in the history of Heritage Hospital. I'm glad that more of those who needed care were able to find it close to home!

Our Heritage Hospital family members not only make a difference inside our facility but in the community as well. The United Way and Relay for Life Campaigns are two examples of how we worked together to support wonderful causes. The United Way Campaign raised \$41,034.87, while Relay for Life raised approximately \$15,000. In total, our Heritage Hospital family members worked close to 8000 hours in the community and contributed over \$375,000 through cash or in-kind services.

Another component to our success is the support from community members. The volunteers of Heritage Hospital have provided invaluable services by participating in daily operations as well as representing the hospital in health fairs and other community events. Also, money donated during the Heritage Hospital Development Council's 2008 Gala is being used to construct a new breast wellness center located in the Heritage Hospital Cancer Center.

This breast wellness center coordinates with efforts by Heritage Hospital to promote awareness within the community. In April of 2008, Heritage Hospital was presented with a \$135,000 grant from the Susan G. Komen for the Cure foundation to help fund breast cancer awareness activities. We look forward to working with other local organizations and hope to have a positive impact on the number of eligible women who receive their recommended mammograms.

Also notable are the contributions given to the community through the Heritage Hospital Development Council, which gave \$90,000 to five local organizations. With focuses on diabetes prevention and management as well as promoting physical activity, the Council has given funds to the Conetoe Missionary Baptist Church for diabetes screening, prevention, and management; Edgecombe County Health Department for diabetes prevention and management; Edgecombe County Social Services for nutrition and physical activity programming; MedLink Volunteer Center for diabetes prevention and management; and Stokes Elementary School for physical education activities.

We look forward to continuing to serve the needs of the community in 2009 and many years to come. Thanks to Edgecombe County and surrounding communities for allowing us to be a part of your lives and meet your healthcare needs.



Wick Baker  
President, Heritage Hospital



Above: Doris Stith and Bill Freeman, a Tarboro resident, dance together at the Development Council's Gala. Doris is a member of the Heritage Hospital Directors Council, as well as the Development Council.

Below: Brenda Dickson, manager of the operating room, is shown here with Debra Clark, who received promotion on the clinical ladder to Level II during the Clinical Ladder Promotion Luncheon. Debra has been a loyal employee of Heritage Hospital for nearly 12 years and is a valuable member of our surgical team.



## PROGRAMS AND SERVICES

### 24-Hour Emergency Department

Behavioral health triage

### Cancer Center

Antibiotic infusions  
Blood transfusions  
Chemotherapy  
Follow-up cancer care  
Oncology consultations  
Radiation oncology

### Children's Services

Child Life Services  
Inpatient Pediatric Unit  
Intermediate Level III Nursery  
Pediatric Rehabilitation Programs

### Chronic Heart Failure Clinic

### Gastroenterology Services

### HealthDirect

1-888-801-2275

24-Hour health information line

### Hospitalist Program

### Intensive Care Unit

### Lithotripsy

### Macclesfield Healthcare Center

### Northeastern Rehabilitation Center

Anodyne therapy  
Aquatic therapy  
Electrodiagnostic testing (EMG)  
Functional capacity evaluations  
Hand therapy  
Incontinence therapy  
Inpatient rehabilitation  
Lymphedema therapy  
Nintendo Wii applications  
Occupational therapy

Outpatient Rehabilitation Center  
Physical therapy  
Recreational therapy  
Speech therapy  
Vestibular therapy  
Work conditioning

### Pain Management Program

### Radiology Services

16-slice CT scanner  
Bone densitometry  
CT angiography  
Digital mammography  
Magnetic resonance imaging (MRI)  
Nuclear medicine  
Ultrasound  
X-ray

### Surgical Services

Bladder  
Breast  
Ear, nose and throat  
Endoscopy  
Gastrointestinal  
General surgery  
Gynecologic  
Hand  
Laser and laparoscopic surgery  
Ophthalmology  
Orthopedic  
Pelvic floor reconstruction  
Same-Day Surgery Center  
Sentinel node biopsy  
Spine  
Urology

### Women's Health Services

Special Beginnings Family Birthing Center  
Women's Pavilion

## COMMUNITY PROGRAMS

Adopt-A-School Program  
Athletic program sponsorship

Education seminars  
Health education

### Health Screenings

Blood pressure  
Bone density  
Breast cancer  
Cholesterol  
Diabetes  
Prostate cancer

### Pediatric Asthma Program

### Support Groups

Bosom Buddies—breast cancer  
Look Good Feel Better  
Nursing Mothers  
Recover  
Strength for Living

### Wellness Programs

Aquatics  
Balance and falls prevention  
Diabetes education  
Safe driver screenings for seniors  
Supervised exercise programs

### Volunteer Opportunities

Volunteers gave \$10,000 to the Development Council for the expansion of the Heritage Hospital Cancer Center

## CONTRIBUTIONS

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

American Cancer Society  
American Cancer Society Relay for Life  
American Heart Association  
American Red Cross  
Edgecombe Community College scholarships  
Edgecombe County Arts Council  
Local school sponsorships

Martin Luther King Banquet  
Meals-on-Wheels of Edgecombe County  
Tarboro-Edgecombe Chamber of Commerce  
United Way of Edgecombe County—employees gave \$40,000.  
Other civic and community programs

## LEADERSHIP

### Directors Council

Barry Bunn, MD  
David Catt  
Hartwell Fuller  
Betty Lewis  
Michael McLaughlin, MD  
Brookes Peters, MD  
Joe Pitt  
Doris Stith, Chairperson

### Friends of Heritage Development Council

Billy Barnes, Chairperson  
John Brooks, MD  
Ruth Cherry  
Vines Cobb  
Tony Silveri  
Ernestine Smith  
Doris Stith

### Chief of Medical Staff

Barry Bunn, MD

### Administrative Staff

Wick Baker, President  
Charles Alford, Vice President, Financial Services  
Patrick Heins, 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](http://www.uhseast.com).