

ROANOKE-CHOWAN HOSPITAL

# 2008 REPORT TO THE COMMUNITY

OUR FAMILY. CARING FOR YOURS.

  
UNIVERSITY HEALTH SYSTEMS  
*Roanoke-Chowan Hospital*



## Message from the President

### COMMUNITY BENEFIT

#### PATIENT SERVICES

Licensed beds	114
Admissions	5,191
Surgeries	2,478
Births	491
ED visits	18,304
Outpatient visits	48,124

#### ECONOMIC IMPACT

Total # employees	681
Salaries/wages/benefits	\$35,181,000
Capital funds reinvested	\$5,118,000

#### COMMUNITY BENEFIT AND BAD DEBT

Unreimbursed Medicare/Medicaid	\$4,179,000
Charity care	\$503,000
Community benefit programs/services	\$1,216,000
Bad debt	\$6,214,000
<b>Total community benefit and bad debt</b>	<b>\$12,112,000</b>

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

The year 2008 marked the 60th anniversary of Roanoke-Chowan Hospital, a community facility founded in 1948 by a group of concerned citizens and local benefactors.

In celebration of that anniversary, RCH held a capital campaign for a new Wound Healing Center. Fundraising for the hospital and foundation involved hospital employees and medical staff, individuals, businesses and the community. A highlight of the year was the anniversary Gala Ball. Fundraising resulted in \$93,313 for the capital campaign to support the Wound Healing Center.

We also held a major medical symposium on the campus of Chowan University to educate the community about medicine in the Roanoke-Chowan area—past and present. Readers' Theaters were presented throughout the community about early medicine, and an updated history of RCH was produced this year. Employees celebrated with a '60s theme event, and the RCH Medical Staff held a 60th anniversary reception.

Our hospital had strong performance on core measures during the year, including patient outcomes for congestive heart failure, heart attacks, and reducing community-acquired pneumonia and surgical care prevention. We exceeded goals on this group of publicly reported indicators that can impact overall patient outcomes. This is a significant accomplishment for our hospital and for our patients.

New services this year included the opening of the new RCH Wound Healing Center to serve patients with chronic non-healing wounds. A highly trained team of doctors and nurses specialize in wound care, especially for patients with diabetes,

to heal wounds and prevent amputations due to chronic disease.

Other new services that opened to meet community healthcare needs are a new department for physical medicine and rehabilitation provided by Dr. Jamie Udwardia, who also serves as the medical director for the new wound healing center. Women's Care of Ahoskie added a new full time OB/GYN provider, Dr. Madhu Parmar, who brings new services for diagnosis and treatment of women's urinary incontinence.

Healthy Joints in Motion, a new specialized service just for patients who have joint replacements, including knee and hip procedures, opened to provide special therapies and comfortable amenities for this special group of patients.

RCH welcomed new physicians to serve the Roanoke-Chowan area, including Dr. Wynn Hill and Dr. Yogesh D. Maru, psychiatrists; Dr. William Brown, anesthesiologist; and mid-level providers Bill Dumas, Penny Shelton and Kate Rollack-Stansbury.

Roanoke-Chowan Hospital received numerous awards for quality, patient safety and efficiency during the year. The hospital was named by Cleverley & Associates to the Five Star Hospital List for 2008, which means the hospital ranked within the top 20 percent of all U.S. hospitals on a community-value index.

For the second year in a row, RCH accepted a Gold Safety Award from the North Carolina Department of Labor for an outstanding record of safety in the workplace. The hospital received the Practice Greenhealth Environmental Excellence Award *Making Medicine Mercury-Free* for the changes staff

members made to eliminate the use of mercury in their facilities. Finally, the American Heart Association honored RCH as a *Fit Friendly* company for efforts to make RCH a healthy environment for employees and visitors.

Community health events attracted hundreds of people to health screenings and events to learn about health and wellness. ViQuest hosted Senior Health and Fitness Day and a seminar on bariatric surgery. Go Red, a heart health event for women, promoted heart disease prevention. RCH hosted the Health Expo, 60th Anniversary Baby Fair, Breast Cancer Tea, prostate cancer screening, and many other community activities throughout the year to promote health and prevent disease.

Roanoke-Chowan Hospital and Roanoke-Chowan Foundation continue their strong history of giving back to the community through community benefits projects. The foundation awarded \$90,000 in community health grant awards. The annual United Way Charitable Giving Campaign raised more than \$34,000 for area charitable organizations. The hospital provides annual support for Hertford County Relay for Life, American Diabetes Association and other health-related charitable associations. Roanoke-Chowan Hospital also gives back through scholarships for students in healthcare curricula, support for area schools athletics programs and donations to meet community needs during the holidays.

*Susan A. Lassiter*

Susan Lassiter, FACHE  
President, Roanoke-Chowan Hospital



Above: Nancy Blanton Earley and John Blanton, Jr. observe the unveiled portrait of their father, long-time president of Roanoke-Chowan Hospital.

Below: Sandra Woodard, director of development, presents one of the community benefits grant awards from the Roanoke-Chowan Foundation to Kim Schwartz, CEO of Roanoke-Chowan Community Health Center. Also attending are Ernie Carter, president of the foundation; and Sue Lassiter, president of Roanoke-Chowan Hospital.



Katherine Walden, director of outpatient and ancillary services; Dr. Joe Almario; Dr. Jamie Udwardia; Dr. Tom Ertle; Dr. Tim Frei; Wendy Flake, office manager; Dr. Raghuvir Gelot; and Ricky Almario, program director; cut the ribbons for the new RCH Wound Healing Center.

## PROGRAMS AND SERVICES

### 24-Hour Emergency Department

### Behavioral Health Services

Northside  
24-Hour  
Adult inpatient  
Dual track  
Stepping Stones Senior Care  
Psychiatric Associates –  
outpatient behavioral health  
counseling and therapy  
Community education  
programs

### Cardiopulmonary Rehabilitation

Aftercare  
BreathSavers  
HeartQuest  
Hearts 'n Sync

### Outpatient Specialty Clinics

Bone densitometry  
Cardiology  
Digital mammography  
Echocardiography  
Gastroenterology  
Lithotripsy  
Nephrology  
Neurology  
Oncology  
Pediatric cardiology  
Pulmonary function  
Pulmonology  
Podiatry – wound care  
Rheumatology  
Sleep lab

### Physical Therapy

### Pain Care Center

### Physician Practices

Psychiatric Associates  
of Ahoskie  
Roanoke-Chowan Urology  
Women's Care of Ahoskie

### Radiology and Imaging Center

CT scans  
Digital mammography  
Magnetic resonance imaging  
(MRI)  
Nuclear medicine  
Ultrasound  
X-ray

### Rehabilitation Medicine (includes electromyography)

### Surgical Services

Breast  
Ear, nose and throat  
Endoscopy  
Gastrointestinal  
General surgery  
Gynecology

Outpatient  
Ophthalmology  
Orthopedics  
Podiatry  
Prostate  
Sentinel lymph node biopsy  
Urology

### Telemedicine

### Clinical Services

Dermatology

### University Health Systems

### Hospice Care

Bereavement counseling  
GriefShare support group  
In-home hospice care services

### Women's Health Services

Breastfeeding support and  
counseling  
Gynecology  
Level II Nursery with advanced  
fetal monitoring  
Obstetrics, labor and delivery  
Private labor and delivery rooms  
Water Birth Spa  
Women's Care of Ahoskie  
Obstetrics and gynecology  
Infertility and endocrine  
disorder care  
3D ultrasound  
Prenatal yoga

### Wound Healing Center

## COMMUNITY PROGRAMS

60th Anniversary Medical  
Symposium: Medicine in the  
Roanoke-Chowan, Past and  
Present

60th Anniversary Readers'  
Theaters on Early Medicine

### Baby Fair

### Cancer Support

Breast Cancer Tea  
Look Good, Feel Better  
Reach to Recovery

### Classes

Free prepared childbirth classes  
CPR and lifesaving techniques

### Diabetes Management Program

### Go Red for Women

### Health Expo

### Health Screenings

Blood pressure  
Blood sugar  
Carbon monoxide  
Cholesterol  
Depression/anxiety  
Diabetes  
Nutrition  
Prostate cancer

Stroke  
Women's health

### Healthy Living Seminars

Spirit of Health programs for  
churches  
Bariatric Surgery  
Breast cancer  
Healthy Joints In Motion  
Heart health  
Diabetes  
Exercise and fitness  
Nutrition  
Women's health

### Senior Services

RCH Lifeline®  
Senior Breakfast Club  
Stepping Stones Senior Care  
ViQuest Senior's Day

### Speakers' Bureau

### Volunteer Opportunities

Junior volunteer summer  
programs  
Hospice  
Hospital Auxiliary  
Adult volunteer activities  
Rural Health Scholars

### Wellness Programs

ViQuest Center-RCH  
Children's programs  
Birthday Parties  
Holiday Week Camps  
Power Play After School  
Program  
Summer camp  
Spring break camp  
Dance classes  
Exercise programs  
Arthritis Aquatics  
Karate  
Personal Training  
Swim Lessons  
Weight management  
Fitness classes for children  
and adults  
Nutrition counseling and  
education  
Corporate health screenings  
and flu shots  
Heritage Day 5-K Run

## CONTRIBUTIONS

### During 2008, Roanoke-Chowan Hospital and its staff contributed to the following:

Ahoskie Chamber of Commerce  
Ahoskie Elementary School  
Ahoskie Heritage Day  
Ahoskie Police Department  
Ahoskie Public Library  
Ahoskie Recreation Center  
Ahoskie Rotary Club  
American Diabetes Association  
American Red Cross –  
bloodmobile

American Cancer Society Relay  
for Life  
Bearfield Primary School  
CADA  
Gallery Theater  
Gates County Rodeo  
Gates County High School  
Hertford County 4-H  
Hertford County High School  
Hertford County Sheriff's  
Department  
Hertford County EMS  
Hertford Partners for Health  
Hispanic Medical Mission – St.  
Thomas Episcopal Church  
Dr. Joe Fleetwood Scholarships  
King Enrichment Scholarships  
Local nursing scholarships  
March of Dimes  
Murfreesboro Chamber of  
Commerce  
NC Workforce Development  
Council  
Operation Inasmuch  
Ridgcroft School  
Northeast Academy  
Roanoke-Chowan Community  
College  
Roanoke-Chowan SAFE  
Roanoke Economic  
Development, Inc.  
Riverview School  
Town of Ahoskie  
United Way – employees gave  
\$33,043  
Volunteer rescue squads

## LEADERSHIP

### Chief of Medical Staff

Robert C. Kahn, MD

### Directors Council

Burney Baker, Chair  
Margaret Burgwyn  
Melvin Clayton, MD  
Barbara Earley, RN  
Robert Kahn, MD  
Julie Shields  
Marcus Simmons  
Zenobia Smallwood, PhD

### Executive Staff

Susan S. Lassiter, FACHE,  
President  
Nettie Evans, Vice President,  
Patient Care Services  
Jon Graham, Vice President,  
Finance/Chief Financial  
Officer

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).