Our Annual Community Benefit Report 2013 presents an overview of the many activities and services we are undertaking for the benefit of our patients, their family members, and our communities.

At Onslow Memorial Hospital, we are concerned with fostering physical health, emotional and spiritual health, and community health.

Of course, health and well-being is complex, with many areas overlapping. That’s why we take a holistic approach to healthcare, acknowledging the delicate balance between our physical health, emotional and spiritual health, the health of our families, and the well-being of our communities.

The people of Onslow Memorial Hospital are here to serve. We believe that the actions we take every day, in caring for our patients and their family members, speak louder than words.

We humbly present to you a sampling of the many things Onslow Memorial Hospital does to care for our patients, their family members, and our community.

We hope you enjoy reading this year’s Community Benefit Report.

Together, We Thrive On.

To learn more about Onslow Memorial Hospital, visit www.onslow.org.

The Healing Garden faces Western Boulevard, and is situated between Onslow Radiation Oncology and the hospital’s main entrance.
Our Hospital

Onslow Memorial Hospital (OMH) is a 162-bed acute care facility that has been serving the residents of Onslow County since 1945. The only civilian acute care hospital located in Onslow County, OMH is accredited by The Joint Commission, and is one of the few community hospitals east of I-95 to have recently earned the Commission’s designation as an Advanced Primary Stroke Center.

The American Heart Association also recognized the hospital’s high level of care to heart failure patients this year with its Get With The Guidelines®-Heart Failure Gold Quality Achievement Award.

OMH provides a wide range of inpatient and outpatient services, and is continually expanding its services to meet the needs of the community. The hospital employs more than 1,200 employees and partners with more than 225 community physicians.

Our Mission

Our Mission is to provide excellent patient health services in a family-centered environment. Simply put, we want to be the best healthcare provider in the region. Everything we do springs from this goal, including expanding our medical services, acquiring state-of-the-art technology, speeding emergency response times, and improving clinical and non-clinical services throughout our organization.

We're measuring performance and patient outcomes in dozens of areas within our hospital. At the same time, we are intent on improving the health of the larger community, through free programs that promote health and wellness, services that touch lives, and the meaningful work of neighbors helping neighbors – whether that's making our roads safer from drunk drivers, or rolling up our sleeves to serve a decent meal to those in need.

Our Mission does not end at our front door. In the words of our Chief Executive Officer, “It takes a hospital for a community to thrive, and it takes a community for a hospital to thrive.”

Patient- and Family-Centered Care

We fulfill our Mission through the practice of patient- and family-centered care.

As a partner with the Institute for Patient- and Family-Centered Care since 2009, we value our collaboration with our patients and their family members and regard them as essential members of the healthcare team.

Our clinical staff, non-clinical staff, healthcare providers and volunteers are committed to partnering with patients and their families. Together, we support the patient- and family-centered care principles: dignity and respect, collaboration, participation, and information sharing.

Patient- and family-centered care means that it's not about “us” — it's about the care needs of the patient, and the patient’s designated family members.
“Together, We Thrive On” supports our fundamental purpose in serving the healthcare needs of our community. Our Community Benefit Report 2013 reflects this theme of the sacrosanct reciprocal relationship between a community hospital and its community. For it takes a hospital for a community to thrive, and it takes a community for a hospital to thrive. We are co-dependent in the social contract of serving the citizens of our community.

This past year our team of employees, medical staff, auxiliary, patient and family advisory council, leadership, and Board (both hospital and foundation) has accomplished a multitude of diversified services that fit our theme: Together, We Thrive On.

I am proud of all we do every day to provide quality care with the human touch in sensing the needs of others. As you read and share this report with family and friends, I am sure that you will be proud of our community hospital and outlying services as well.

I thank our community for supporting our community hospital and services. I am grateful for our entire team as we answer a calling from the heart to serve in a place where people care, in a culture of sensing the needs of others, and embracing a philosophy of patient- and family-centered care.

Sincerely,

Ed Piper, Ph.D., FACHE
President and Chief Executive Officer

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**Executive Team**

**Ed Piper, Ph.D., FACHE**
President and Chief Executive Officer

- Penney Burlingame, DHA, RN, FACHE  
  Senior Vice President / Nursing and Clinical Services
- Tina Feak, RN, MSN  
  Chief Information Officer
- Crystal Hayden, DNP, MSN, RN, FACHE  
  Senior Vice President / Chief Nursing Officer
- Sue Kegley, MHSM, FACHE  
  Senior Vice President / Director, Human Resources
- Roy Smith, MBA  
  Senior Vice President / Chief Financial Officer
- Amy Cain Sousa  
  Vice President / Public Relations and Marketing
- Erin Tallman, MHA, OTR/L  
  Vice President / Patient & Family Advocacy and Service Improvement
- Daniel T. Waller, MBA, FACHE  
  Senior Vice President / Support Services
The Wound Care and Hyperbaric Center offers advanced wound healing

In May 2013, Onslow Memorial Hospital opened The Wound Care and Hyperbaric Center, a fully-integrated center for advanced wound healing and limb preservation.

The Wound Care and Hyperbaric Center uses advanced technology and proven modalities to diagnose and treat chronic, difficult wounds that have not responded well to standard treatments.

Chronic wounds can be the result of diabetes, poor circulation, or other medical conditions. In some cases, a wound that does not heal can put a patient at risk for hospitalization and even amputation.

Medical Co-Directors Drs. Lennox Williams and Tim Patselas; Program Director Penny Hagy, RN; and OMH facility liaison Anna Jurczynski-Martin, MS, Director of Rehabilitation, head up a panel of dedicated wound care specialists.

Dr. Lennox Williams, MD, and Dr. Tim Patselas, MD, explain how The Wound Care and Hyperbaric Center benefits the Onslow community:
Dr. Williams:

The Wound Care and Hyperbaric Center is the result of years of planning and dedication. It represents a true partnership between Jacksonville physicians; Onslow Memorial Hospital; and Candescent Healing, a company that specializes in helping hospitals develop state-of-the-art centers for advanced wound healing and limb preservation.

As a result, we now have a facility that few communities across America have. We are thrilled to be able to offer such a critical service to the community.

Dr. Patselas:

This is an extremely comprehensive program. It takes an aggressive, highly-focused, team approach to help patients with persistent wounds. From the initial evaluation, through the treatment plan and extensive follow-up periods, our physicians are totally invested in positive, sustained outcomes for these patients.

Dr. Williams:

We know that wound care centers are proven to work – and for the best results, traveling must be minimized for the patient. So, for Jacksonville and our surrounding communities to have this center right here at home is a dream come true.

Treatment options at The Wound Care and Hyperbaric Center include hyperbaric oxygen therapy (HBOT), a medical treatment that promotes accelerated healing. Painless and non-invasive, HBOT can prevent limb loss in certain wound conditions.

Located at 237 White Street, with ample parking, ground floor access and close proximity to area physicians and specialists, The Wound Care and Hyperbaric Center is a contemporary, 4,000-square-foot facility with multiple treatment rooms, a four-chamber HBOT suite, a state-of-the-art bulk oxygen system, and many patient amenities.

We heal. We preserve.
Onslow Center for Joint Replacement returns patients to active lives

In June 2013, Onslow Center for Joint Replacement opened as a comprehensive program serving Onslow area patients needing Total Joint Replacement surgery.

Whether caused by the normal aging process, injury, or accident, more and more people are suffering from arthritis and joint pain. Joint problems that are chronic and severe may require Total Joint Replacement surgery in order to return to a full, active life without pain.

The initiative for the new Onslow Center for Joint Replacement came from Dr. Sean Scully, MD, Board-Certified Orthopaedic Surgeon, who has a clinical expertise in hip and knee replacement. Diana (“Dee Dee”) Reagen, RN-BC, Perioperative Educator, was Chair of the Process Mapping Team and is credited as the driving force that helped propel the project forward.

As part of the program, patients attend “Joint Camp,” where they receive preoperative education, or “Prehab,” prior to undergoing Total Joint Replacement surgery. This one-time class is designed to ease patient apprehension, establish patient expectations, and make recovery easier and smoother. The center’s Nurse Navigator ensures that each patient’s pathway for safe care is optimized.

Total Joint Center Nurse Navigator, Joyce Teeter, RN:

In addition to the expertise of Dr. Scully and his group, including Allison Devechio, NP/RNFA, and Jane Casey, office clinical manager, we are so fortunate to have such a dedicated multidisciplinary team here at the hospital. From Physical and Occupational Therapy, to Anesthesia, Nursing, Dietary, and Discharge Planning, we cover every aspect of perioperative care.

During Joint Camp, we provide healthy breakfast foods, as well as coffee and juices, so that our patients can enjoy breakfast together and support one another. The camaraderie really makes a difference when you are facing surgery. Patients typically have their surgery on a Monday, 11 days after Joint Camp, so they all see each other again and support one another as they go through this exciting, positive process.

After our first Joint Camp, the daughter of one of our patients called us from Manhattan to personally thank us for the care her mom was getting. For a family member to make a long-distance call like that tells us that we’re taking very good care of our patients. Our patients can feel confident our mission is to make their Total Joint Replacement surgery a very safe and positive experience.
Onslow Memorial Hospital is proud to be in alignment with the national aim of reducing harm and helping patients to heal without complications, as set out by the Partnership for Patients. The community can be assured our hospital is extraordinarily safe place.

OMH addresses all of the following patient safety areas a hospital measures:

• Adverse drug events
• Catheter-associated urinary tract infections
• Central line-associated blood stream infections
• Injuries from falls and immobility
• Obstetrical adverse events
• Pressure ulcers
• Surgical site infections
• Venous thromboembolism
• Ventilator-associated pneumonia
• Preventable readmissions

Onslow Memorial Hospital is among the over 3,700 hospitals nationally that have pledged to meet the goals of Partnership for Patients, a public-private partnership launched by the Obama Administration to improve the quality, safety, and affordability of healthcare for all Americans. According to the North Carolina Hospital Association, achieving these goals will save lives and prevent injuries to millions of Americans, and has the potential to save up to $35 billion across the healthcare system over the next three years.

The two main goals of Partnership for Patients are: (1) Keep patients from getting injured or sicker; and (2) help patients heal without complication.

Jo Malfitano, Performance Improvement & Accreditation Manager, reports the hospital is meeting these goals:

Onslow Memorial Hospital is proud to be in alignment with the national aim of reducing harm and helping patients to heal without complications, as set out by the Partnership for Patients. The community can be assured our hospital is an extraordinarily safe place.

OMH addresses all of the following patient safety areas a hospital measures:

We safeguard.

Gloria Horne, Infection Prevention Manager:

We are very pleased to report that we are at 33 months without a central line-associated blood stream infection in our Intensive Care Unit. In addition, we went through all of 2012 without a single catheter-associated urinary tract infection in our intermediate care unit. This is due to the fact that we adhere to evidence-based protocols and follow specific criteria very closely.

We also want the community to know we have a strict hand hygiene policy we call “foam in and foam out,” which means that every healthcare provider, whether physician, nurse, or lab technician, is expected to wash their hands every time they enter and leave a patient’s room to provide care.

We expect patients and family members to ask us if they don’t see us wash our hands – our policy is to immediately rewash our hands within sight of the patient or family member. We do this because we know hand hygiene is key to infection prevention, and there is nothing more important than ensuring a safe environment for our patients.
Dr. Madhur Mittal:

The parents of the babies are always invited and welcome to participate in rounds when we discuss their baby – and we really enjoy having them! Our delivery of care at the hospital is very patient- and family-centered.

We know that mothers will often have an intuition about their babies, and we have found that the care we provide to the babies is much more effective when we have the mothers, and fathers, included in the baby’s healthcare decisions.
Improving the health of infants, and of women of childbearing age, was also the prime focus of the hospital’s partnership with the Perinatal Quality Collaborative of North Carolina this past year.

**Dr. Jennifer Neilsen, OMH Chair of OB/GYN:**

The North Carolina Collaborative was focused on promoting at least 39 weeks of gestation for babies, but we are actually doing better than that. We are excited to report that at OMH we’ve pushed our elective inductions to a full 40 weeks, which allows a baby the time s/he needs to fully develop.

In the future, if we can also decrease our primary c-section rates, that would be even better for baby and mom. We also advise women to breastfeed their babies, because it’s truly the healthiest way to feed a baby, as well as the healthiest choice for the mother.

More good news for babies born at OMH...

With three levels of infant care and an experienced team of obstetricians, neonatologists, nurses and lactation specialists, the hospital is prepared for every type of birth and neonatal situation:

- The Well-Baby Nursery meets the needs of routine births (births with few or no complications)
- The Level II Nursery offers comprehensive monitoring and observation for babies born prematurely or those with jaundice, breathing or feeding problems
- The Level III Nursery (NICU) provides advanced monitoring, medical and nursing care to newborns with intensive needs
- The infant security system assures parents that all newborns are always protected

We nurture. We celebrate!
OMH receives Advanced Stroke Certification

Onslow Memorial Hospital’s high level of compliance with The Joint Commission’s standards earned the hospital its designation as an Advanced Primary Stoke Center this past year. The Joint Commission is an independent accrediting body in the healthcare field.

Certification requirements address three core areas: compliance with consensus-based national standards; effective use of evidence-based clinical practice guidelines to manage and optimize care; and an organized approach to performance measurement and improvement.

Vidant Health, Onslow Memorial Hospital, and Carteret General Hospital are the only hospitals in coastal North Carolina with dedicated stroke centers.

Stroke is the third leading cause of death in North Carolina; OMH sees between 350-400 Stroke/TIA patients a year. Medical experts agree that the best way to prevent a stroke is by making important lifestyle changes: quit smoking, improve your diet, and get plenty of exercise.

For more information on stroke, please visit www.onslow.org/services/stroke-care.

Hospital provides high level of care to heart failure patients

The American Heart Association (AHA) recognized Onslow Memorial Hospital with its prestigious Get With The Guidelines®–Heart Failure Gold Achievement Award this past year.

According to the AHA, approximately 5.7 million people in the United States suffer from heart failure, with 670,000 new cases diagnosed each year. However, many heart failure patients can lead full, enjoyable lives when their condition is medically managed and includes lifestyle and dietary changes.

The Gold Achievement Award signifies that the hospital has reached a high level of care in treating heart failure patients according to the guidelines recommended by the AHA/American College of Cardiology. A heart failure patient at OMH may be started on aggressive risk-reduction therapies, including cholesterol-lowering drugs, beta-blockers, ACE inhibitors, aspirin, diuretics and anticoagulants while in the hospital. Before discharge, every patient receives education on managing their heart failure and overall health, including suggestions for lifestyle changes and follow-up care.
300 patients “walk to wellness” with Next Steps Champions

The Next Steps Champions are specially trained OMH Auxiliary members who act as walking companions for hospital patients capable of independent ambulation. While they do not physically assist patients, they have accomplished something no other hospital in North Carolina has – as of June 2013, one year since the walking program began, they have walked 300 patients to better health without relying on the hospital’s nursing staff.

Adapted and modified from a walking program at Northwest Community Hospital in Chicago, the OMH program is unique in that it relies on an active volunteer base for non-medical intervention.

Spearheaded by Doug Comes, PT, Inpatient Therapy Supervisor, and the hospital rehabilitation department under Rehabilitation Director Anna Jurczynski-Martin, the program provides thorough training for walking companions, who must pass a 10-point competency before being awarded a Next Steps Champions “Walk to Wellness” badge.

Doug Comes, PT:

We know that early and frequent ambulation of hospitalized patients who are capable of walking independently speeds their recovery, which can decrease their length of stay and reduce costs to both the patient and the hospital. The challenge for patients is that they often feel uncomfortable heading out of their rooms to walk alone, and the hospital’s RNs and CNAs are already extremely busy tending to all their patients’ needs.

We realized we had a tremendous resource in our volunteers, and when we proposed the program, the response from our Auxiliary was overwhelming. Beyond the important physical benefits of the program, knowing someone cares enough to come walk with them, and to listen to whatever is on their mind, can make a huge difference in a patient’s day.

We walk. We encourage.
Nursing is an art:

and if it is to be made an art,
it requires an exclusive devotion,
as hard a preparation
as any painter’s or sculptor’s work;

for what is the having to do with
dead canvas or dead marble,
compared with having to do with
the living body,
the temple of God’s spirit?

– Florence Nightingale
In 1852, a 32-year-old woman by the name of Florence Nightingale took a position as superintendent of a small hospital in London, England. A year later, she led a group of 38 women to the battlefields in Turkey in order to provide nursing care for wounded British soldiers. For the rest of her life, Nightingale devoted herself to the care of others through the development of nursing as both a science and an art.

Today, RNs (registered nurses) practice in a wide variety of healthcare settings, but the goal of nursing – to provide a safe and caring environment that promotes patient health and well-being – remains steadfast.

Crystal Hayden, Onslow Memorial Hospital’s Chief Nursing Officer, talks about the hospital’s team of nursing professionals, and the art of nursing:

Simply put, our nurses are committed to you, the patient, and to your designated family members. Nothing comes ahead of that. The nurses at our hospital come from many backgrounds, but they share a common goal: to put others’ needs before their own.

Our nurses are the kind of people that recognize when the patient is cold and needs a blanket, or sense when the patient is tearful and needs to talk, or needs someone to sit quietly with them and hold their hand. Sensing others’ needs is a key aspect of what we do every day, and every night. It’s why we are here.

The art of nursing isn’t something you can teach—it’s a passion that comes from deep in the heart, a true “calling” in life.

We stand ready to meet the needs of our community, 7 days a week, 24 hours a day, and this is possible through the hard work and dedication of all nursing and support staff who work diligently to advocate for each and every patient and family member.

Technically, the science of nursing has improved by leaps and bounds since the time of Florence Nightingale—but the art of nursing, practicing true compassion, must always remain the key to patient- and family-centered care.

Onslow Memorial Hospital RNs dedicated to the art of nursing

“We care. We advocate.”

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Onslow Radiation Oncology (ORO) is a partnership between Onslow Memorial Hospital and Vidant Health Systems/Vidant Medical Center. ORO serves cancer patients in Onslow, Craven, Carteret and surrounding counties.

Dr. Randy Blackburn, DO, radiation oncologist, is ORO Medical Director, and also serves as a clinical professor in the Department of Radiation Oncology at ECU. He has nearly 25 years of experience as a radiation oncologist and anesthesiologist/pain medicine specialist.

We listen. We treat.
Regardless of the “reason” for my visit to the Radiation Department at your hospital, the treatment by the staff was fantastic. It started with my first visit: Heather Autry and Shanessa Jordan presented an atmosphere of warmth and caring when they greeted my wife and me.

We were then introduced to Donna McIntyre [RN, ORO]. Donna made us feel like new family members. When she told me she needed to take a picture of me, I asked her why. She said it was so she could know me by sight, by face – not just by a name of another patient.

The therapists, Alison Moritz, Laura Hawkins, John Yoder and Erin Hayes ... carried out the treatment plan that was crafted by Chris Malone and, quite frankly, “were the best.” They were extremely professional at all times, but more importantly, they took the time to talk to you, and answer your questions. One day we got into a discussion about music, and the next time I was in for my treatment, they were playing what I liked!

Last, but definitely not least, is Dr. Blackburn. We can’t say enough about his professionalism, demeanor and bedside manner. Dr. Blackburn was thorough in his explanation of the disease, detailed in the treatment plan and complete in his answers to all questions. Yes, you could say that this is expected of a doctor. However, Dr. Blackburn combined all these qualities with the family atmosphere that prevailed throughout the department. He never gave you the impression that he was rushed, impatient, or too busy to sit and chat.

My wife and I would again like to express our appreciation for the wonderful care. I hope I never have to return … but if I do, the caring described above would be the reason I would feel comfortable in the treatment I would receive.
The Onslow Memorial Hospital Pastoral Volunteer Program ministers to the needs of patients and their family members. In addition, the volunteer chaplains are here to serve the spiritual needs of the Onslow family of employees.

This May, the volunteer chaplains, along with the hospital’s spirituality committee, hosted the third annual Blessing of the Hands. It is a time for hospital employees to receive acknowledgement, and spiritual encouragement, for the work they do every day – whether they directly or indirectly attend to the needs of patients and family members.

Currently, a core group of 16 volunteer chaplains rotate hospital coverage each month.

The Reverend Bill Crane sits on the Onslow Pastoral Volunteer Committee Governing Board and is the hospital’s lead chaplain:

As volunteer chaplains, our role is helping to point people to hope and peace in the midst of stress and fear, which I find very rewarding.

One of the things that is unique about a hospital ministry is that you’re talking with patients who may be facing serious or potentially serious health challenges; these situations can often be very stressful and may bring up significant spiritual questions for patients, as well as their family members. Our role as volunteer chaplains is to walk beside people, and to remind them of the spiritual resources they have as they make their way through what can be very challenging and emotional times.

I think for some people [facing a serious health challenge] reminds them of what’s really important in life. Too often, we get distracted by the trivial things of life. Many times the sense of clarity people get in these situations is truly a gift to them. If the patient, and the patient’s family, take it as an opportunity to say ‘what do I really want my life to be about, who are the people who are truly important to me, and how can I make sure those relationships are strong,’ then I think that can be a very good thing.

Ministers who would like to be involved in the Pastoral Volunteer Program are encouraged to contact Erin Tallman, Vice President, Patient & Family Advocacy and Service Improvement, at (910) 577-4731 to request an application.
Prayer Of Blessing
(blessing for a completed shawl)
© 2013 Janet Bristow

May God’s grace be upon this shawl…
  warming, comforting, enfolding
  and embracing.
May this mantle be a safe haven…
a sacred place of security and well-being…
sustaining and embracing in good times
  as well as difficult ones.
May the one who receives this shawl be cradled
in hope, kept in joy, graced with peace,
and wrapped in love.
  Blessed Be!
What started as a grassroots movement by two Catholic women from Connecticut, Janet Bristow and Victoria Cole-Galo, has become a worldwide phenomenon – and is now an active Prayer Shawl Ministry at Onslow Memorial Hospital.

Developed as a way to pray for, and bring comfort to, patients undergoing cancer treatment, the hospital’s ministry knits and/or crochets approximately 10 prayer shawls a month for Onslow Radiation Oncology (ORO). Since the program began (just prior to 2012), Onslow’s Prayer Shawl Ministry has produced more than 280 shawls, and its impact has been deeply felt – by patients and knitters alike.

**If the community wants to participate, we welcome your donations of new yarn!**

Bambi Zawatzki, RN, Nurse Case Manager and Spirituality Committee Chair:

I’ve been at ORO when a patient has been given a prayer shawl, and it’s not uncommon for the patient to tear up. What they say is, “Somebody cared about me to spend this much time and this much energy to pray for me and to make this beautiful shawl for me when they don’t even know me.” It touches something very deep inside them.

There was a man, actually a preacher who had cancer, who told us that when he wrapped his prayer shawl around him, he felt the love of God in that embrace. I’ve heard other patients say they take their shawls to bed because they feel the comfort from that shawl with them at night.

We speak often of how peaceful the whole process is. A lot of us were not knitters or crocheters before we started this project. The knitting for me is so very, very relaxing. I think it’s because of the repetitive motion of the hands, and the warm feeling in your heart that you are doing something for someone who is going through a dark time. That’s why we do it and why we continue to do it.

If the community wants to participate, we welcome your donations of new yarn!
Hannah means “grace of God” in Hebrew, and the name suits the hospital’s therapy dog perfectly—patients, family members, staff, and physicians all have stories about witnessing Hannah’s grace at work. The 6½-year-old Golden Retriever, raised and trained by Lifeline Canines of Hubert, N.C., joined the OMH team as a therapy dog in September 2010. Since then, she has touched countless lives, healing in a way that escapes the traditional measures of science.

Paul Elmore, Director of Guest Services, was on the original team of “Welcome Waggers” that launched the hospital’s Animal Assisted Therapy Program and brought Hannah to OMH.

“The positive effects of assisted animal therapy are becoming more and more recognized by our society and by the world,” Elmore explains. “It’s great to see that animal assisted therapy, a leading non-medical intervention now nationally-recognized, is already being practiced right here at Onslow Memorial.”
The hospital’s Welcome Waggers share their experiences working with Hannah:

Hannah has the ability to sense the needs of others in a way we cannot grasp.
– Sara Bianchi, Radiology

Hannah helps people forget for a few minutes that they are in the hospital – she comforts them by allowing them to pet her.
– Deann Cole, Medical Laboratory

Hannah has abilities that are so amazing. There have been times Hannah will insist on entering the room of a patient in order to comfort them – and we have found out later that the patient was an end-of-life patient.
– Beverly Smith, Case Management

Hannah can feel when someone needs her attention, whether it’s for a quick “hi” or a much-needed longer visit.
– Jamie Groom, Medical Laboratory

Hannah knows what she is here for, and seeing the reaction from the patients as well as their family members/loved ones is such a treat.
– Melissa Gurganus, Pathology Laboratory

Hannah is an important part of our healthcare team, not only for our patients but for our staff as well.
– Charlie McGee, Case Management

Hannah has a special gift that I have never seen before in an animal. If I walk into a waiting room full of people she can sense the one person who needs her most and go straight to them.
– Cindy Pereira, Emergency Department

Hannah brings a sense of calm. I have witnessed the rapid heart beat of a heart monitor in an ICU patient’s room drop immediately when Hannah came into the room and laid her head on the patient’s hand.
– Lynnette Fingland, Patient Access

I see Hannah bring joy to others that are sick.
– Maryann Gogan, Imaging Services

Hannah knows what people need, and she gives it completely and unconditionally.
– Kay Swindell, Auxiliary

Pediatric Trauma patients comforted with Bailey Buddies

Providing a child who has been directly or indirectly affected by a traumatic event with a sense of emotional comfort is an important part of the healing process, addressing what’s known as “secondary-trauma.”

At Onslow Memorial Hospital, a program begun in 2012 called Bailey Buddies has brought a sense of comfort and healing to dozens of Pediatric Trauma patients. Bailey Buddies are new, plush dogs, otherwise known to children as “stuffed animals.”

“The first Bailey Buddy I gave was to a child about 5 years old, a little boy, who’d been hit by a car,” said Dr. Holly Thompson, an OMH Emergency Medicine physician. “I handed the Bailey Buddy to him and he just grabbed hold of it and stared at it. He looked at me and said, ‘I will love this dog forever.’

“I view secondary trauma as the emotional component to physical trauma. As physicians, we’re very good at fixing broken bones, lacerations, internal injuries – but sometimes we overlook the emotional trauma. Bailey Buddies has given us a way to ease some of the emotional pain with these children.”
On May 18, 2013, Tommy Evans was among 14 people who were given the gift of sight, thanks to local ophthalmologists participating in Mission Cataract USA. Doctors from Jacksonville’s Office Park Eye Center, as well as Onslow Memorial Hospital’s SurgiCare, teamed up with the national program to offer free cataract surgery to people of all ages who have no Medicare, Medicaid or private insurance.

Dr. Carol Johnston championed local participation in Mission Cataract USA with the aid of fellow surgeons Drs. Heath Ergas and Tony Kok; OMH; SurgiCare; and area medical suppliers. This year marks the second time Mission Cataract USA has offered the free surgeries in North Carolina – so far, exclusively in Jacksonville. As soon as Jacksonville was listed on the Mission Cataract website, the Office Park Eye Center started receiving calls.

“We couldn’t believe that the only place in North Carolina to [participate in Mission Cataract] was here in Jacksonville,” Evans said. “That shows you how much the hospital and doctors really love the community.”
Dr. Carol Johnston, MD:

There were people calling from all over the country, and we had to turn a lot of people away. It was important for us to start with people here in eastern North Carolina – and we’re hoping other hospitals will get on board with Mission Cataract so the program can grow, in order to help more people regain their sight.

What I love about this program is that it’s mission work right here at home! We’re making a difference in people’s lives, and the patients are so appreciative.

A cataract occurs when the eye’s natural crystalline lens loses its transparency, causing blurred or distorted vision. With the advent of small-incision cataract surgery, doctors can remove the lens in an outpatient procedure. In most cases, stitches are not required, and the patient can use the eye soon after surgery.

“We couldn’t believe that the only place in North Carolina to [participate in Mission Cataract] was here in Jacksonville…”

– Tommy Evans, cataract patient
Lighten Up Onslow promotes health and wellness

Lighten Up Onslow is a community-wide wellness program that was started in 2011 by Onslow Memorial Hospital. It is completely free to join, and participants can enter individually or as a team. The Lighten Up Onslow website (www.lightenuponslow.org) offers many resources to help everyone succeed, including nutritional information, healthy recipes, cooking and exercise videos, a list of local events, and more.

This year’s Lighten Up Onslow Weight-Loss Challenge had 162 teams; 400 people competing were new participants and 248 were repeat participants – with a combined total weight loss of 1,530 pounds. The winning team was In It to Win It – congratulations to team members Mary Butts, Vanessa Ervin, Latonya Lettley-Frost and Angel Hazelwood!

Team Captain Mary Butts says she and her teammates embraced a total lifestyle change. Together, they kept daily diet and exercise logs, researched healthy recipes, watched workout videos and learned about proper nutrition from the Lighten Up Onslow website.

Butts cited the “support and motivation” that comes from being accountable to your teammates as their greatest strength. “Being on a team keeps you focused on the goal; it holds you accountable not just to yourself but to three other people. You don’t want to be the slacker!”

Additional top teams with outstanding results were: The Walking Dead, Waist-ing A-weigh, Dresang family, The Weight Is Over, The Fatty McFattersons, ~ Thin It To Win It ~, OCS Enlighten and Lighten II, Jolly’s Girls, and OCS Enlighten and Lighten I.

Amy Cain Sousa, Vice President Public Relations/Marketing:

The true purpose of Lighten Up Onslow is to promote health and wellness. If participants can gain new skills that help them lead healthier lifestyles, then we’ve made a real difference.

We don’t encourage losing weight just for the sake of losing weight. Weight loss is often the byproduct of eating healthy and exercising, so it’s a very visible sign of change. The underlying goal is to help each individual lead a longer, healthier life.

The next Lighten Up Onslow program will launch on January 20, 2014 – but we encourage everyone in the community to make use of all of the healthy resources on our website all year long. We want you to stay active and to “team up” with friends and co-workers who will support your healthy lifestyle goals.

We motivate. We move!
While everyone seems to be turning to the internet as a way to understand their health and wellness concerns, some online information can be unreliable, misleading, or even wrong.

For a trusted source of health news and wellness tips, the community can rely on Onslow Memorial Hospital’s free, expert online resource O’Healthy – available 24/7.

Accessed through the main Onslow website, www.onslow.org, the O’Healthy portal is trusted by many to help manage their health, and the health of their families, with information researched by highly credentialed medical experts and medical writers. In order to maintain its professional integrity, the site is entirely advertisement-free.

O’Healthy offers an abundance of useful information, on topics from weight loss and stress management, to fitness, nutrition, and so much more. The Healthy Recipes section makes finding the perfect recipe for your individual health needs a breeze, while the Symptom Checker and Care Guide provides an interactive body guide tool that allows the viewer to explore targeted body symptom topics.

Check out www.ohealthy.onslow.org today!

O’Healthy is here for you, day or night!
The Onslow Memorial Hospital Foundation is a nonprofit fundraising group tasked with generating financial and other public support toward OMH’s goal of serving the community as the hospital of choice.

In 2012, the Foundation launched Project 2020, a 7-year, $2 million campaign which supports the need for a new Patient Tower designed to serve Onslow area residents well into the future.

The fifth annual Foundation fundraising event – Mardi Gras, held on February 23 – raised over $220,000 in support of Project 2020.

Ashley Hayes, 2012 Foundation Executive Director:

We are so thankful for our event sponsors, Ray Properties, Inc., ABA Rental Properties, Inc., Marine Federal Credit Union, and Golden Corral – Golden Corral has provided food and services for all our fund-raisers over the past five years. We also want to send out a special “thank you” to Marine Federal for its $100,000 pledge for Project 2020.

The new Patient Tower will not only provide the correct infrastructure for state-of-the-art equipment, but it will also include 96 fully private, larger rooms with sleep and work zones for a patient’s family members, which supports our objective of providing patient- and family-centered care.

The support from our hospital employees, in addition to the outstanding efforts of our Foundation members, has been truly commendable.

For example, our Patient Financial Services and Patient Access departments raised nearly $5,000 – which shows us that above and beyond providing excellent care every day, our employees are personally committed to ensuring we are able to serve the community’s needs for many years to come.
We fund-raise. We build.

Heartfelt thanks to our dedicated OMH Foundation Board Members:

Jeff Clark, Chair
Col Grant Sparks, USMC Ret, Vice Chair
Rod Martin, Treasurer
Steve Scarborough, Assistant Treasurer
LaRue Hambrick, Radiation Oncology Project Chair
Budda Howard, Secretary
Rik Pugh
Col John Kopka, USMC Ret
Lee Ann Thomas
Kevin McConnell
Marty Goldman (Incoming)
Dr. Randy Blackburn (Incoming)
Ed Garris (Incoming)


We fund-raise. We build.
Thanks to the get-up-and-go attitude of Onslow Memorial Hospital Auxiliary president Charlotte Rodriguez, and the overwhelming response from Onslow area teenagers, the hospital’s VolunTeen Program grew to more than 80 enthusiastic participants in 2013.

The VolunTeens, ages 13-18, were visible in nearly every department of the hospital this summer, performing a wide variety of tasks during their four-hour shifts as they learned firsthand about the healthcare field. For some, it was also an opportunity to earn S.A.T. (Sponsorship for Academic Talent) hours to help them qualify for college scholarship money.

VolunTeens at OMH are held to a strict work ethic. They are expected to be on time for their shift, adhere to the dress code, and follow all the rules. They work throughout the hospital, including the front desk, gift shop, store-room, Emergency Department, Lab, and Nursing Floors.

We volunteer. We mentor.
Charlotte Rodriguez, Auxiliary president:

I just love this VolunTeen Program! It’s a fantastic opportunity for us to influence our area teens in such a positive way. We set the bar high for these teenagers — and they rise to meet our expectations.

We know we have a limited amount of time to influence our youth, so we all want to make this opportunity count. One day, these are the people that could be taking care of you and me! This program invests in them, and gives them the chance to learn in a very hands-on way.

In their own words …

Brittany Williams and Jordyn Hayden graduated from Onslow area high schools this spring. Both were part of the Summer 2012 VolunTeen Program. Here’s what they had to say about their experience:

I’m interested in pursuing a healthcare career after college, so I wanted to get a personal perspective of how a hospital functioned on a daily basis. I gained new skills by interacting with new people … working as a VolunTeen changed me — making me a more reliable, dependable, and social person.

Brittany Williams
Dixon High School

I became interested in the VolunTeen Program because I wanted to help out in the community, and I also wanted to go into medicine. I learned that you have to be patient with everyone in the environment. I also learned that you can have fun and work at the same time!

Jordyn Hayden
Jacksonville High School
We donate.

Hospital employees give back to the community

$2,800 raised in Susan G. Komen Race for the Cure®

Onslow Memorial Hospital and Onslow Radiation Oncology (ORO) proudly served as sponsors for the Inaugural Wilmington Race for the Cure® this March.

Enthusiastically led by team captain Tracy Sobiesienski, RN, Director of Education, the OMH “Warriors in Pink” registered 81 runners/walkers in the event and raised $2,800 in funds.

As Community Outreach Coordinator for the hospital’s Commission on Cancer Committee, Sobiesienski organized the hospital’s strong showing in the event. She credits her team members – Sam West, Regina Lanier, Jessica Collins-Hansley, Hollie Seward, Amy Sousa and ORO Director Dr. Randy Blackburn, as well as numerous hospital employees – for making the event an inspiring success.

“It was more powerful than I ever would have imagined,” Sobiesienski said. “Seeing survivors and family members coming across the finish line … it was more emotion than we were prepared for.”

The Susan G. Komen Race for the Cure® began 29 years ago in Dallas, Texas, with 800 participants. Today, it is recognized as the world’s largest and most successful series of 5K run/fitness walk events designed to raise public awareness and funds for breast cancer research.

Community-building and so much more

The mission of Onslow Memorial Hospital reaches far beyond the doors of our hospital. In addition to our free online programs, such as MomTalk, O’Healthy and Lighten Up Onslow, the hospital also supports its employees in a wide range of community initiatives (see article, opposite page). These include:

- The United Way
- Relay For Life
- Southeastern Cancer Society
- Susan G. Komen Race for the Cure®
- Tour de Cure
- Bike MS
- Girls on the Run
- Onslow County Partnership for Children
- Hope For The Warriors®
Bowlers scored more than $3,000 in Relay for Life with over 30 hospital teams participating.

Golf Tournament raised more than $8,000 for charity

The Greater Onslow community came together to post a huge win for charity with this year’s Relay for Life Golf Tournament – raising more than $8,000 this May.

Many thanks to our Onslow area businesses that joined the hospital as Platinum Sponsors: Maritime Business Concepts, Inc.; TeamHealth East; Angelica Corporation; Modern Biomedical & Imaging; WRNS; Balfour Beatty Construction; Brame; and Sumrell, Sugg, Carmichael, Hicks & Hart. Much appreciation also to our Silver Sponsor, Proforma, as well as Hole Sponsors: Forms & Supply, Inc., Owens & Minor, AFLAC, and Sysco. Additionally, our Team Sponsors were Wilkerson Associates Architects and Piedmont Natural Gas.

Many people came together and donated their time to this meaningful event – special thanks to OMH employees Chris Evans, Michael Holdren, Kat Pavia and Carol Ormond for their planning and organizing.
Charitable efforts help fulfill hospital’s nonprofit mission

At Onslow Memorial Hospital, we are serious about our charitable purpose. We take pride in honoring our nonprofit status and functioning as a good steward of community resources. As a tax-exempt nonprofit 501(c)3, all hospital income above expenses is used to improve the health and well-being of the community.

**Uncompensated Care: $7,191,995**

OMH provides medically necessary care for all, regardless of their ability to pay. We provide complete patient assistance to those with incomes lower than 200 percent of federal poverty level, and offer extended payments with no interest to all patients.

**Training and Education for Healthcare Professionals**

We support the education and training of physicians, nurses, and other healthcare professionals. Last year, this included 561 training sessions with 4,883 total participants.

Our employees mentored 462 students from various learning institutions, including the University of North Carolina-Wilmington, Cape Fear Community College, Carteret Community College, Coastal Carolina Community College, East Carolina Community College, Miller Motte Technical, and Pitt Community College. We also mentored students from local high schools.

In addition, we provided support to the Onslow County Health Occupation Students of America and the Jacksonville High School Health Academy.

**Support for Community Organizations: $142,818**

OMH gives back to the community through charitable community organizations. By far, our largest project is our support for the Onslow Caring Community Clinic, which provides free medical care to area residents who otherwise wouldn’t be able to afford it.

Other support goes to The United Way, Onslow Caregivers, National Multiple Sclerosis Society, and more.
## Annual Combined Statement of Revenues and Expenses
### Fiscal Year 2012

### REVENUES:
- Net patient service revenue (less provision for uncollectible accounts of $39,260,172) $139,314,647
- Other revenue 1,640,626
- **Total revenue** 140,955,273

### EXPENSES:
- Salaries and benefits 72,792,246
- Medical supplies and other direct expenses 22,207,029
- Physician fees and purchased services 17,995,308
- Depreciation and amortization 7,507,866
- Interest expense 2,688,805
- Other expenses 18,346,009
- **Total expenses** 141,537,263

### OPERATING INCOME
(581,990)

### NONOPERATING INCOME - Net
2,161,234

### AMOUNT REINVESTED IN COMMUNITY
$1,579,244

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### Community Health Education and Outreach
As part of our commitment to improving health education and keeping our community healthy, we provided free screenings, health fairs, and health programs to thousands of citizens last year. In addition, we donated meeting space to 26 support groups and community-based programs.

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Together, We Thrive On.